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ABSTRACT

Representatives from Korea, China, Indonesia, Japan, Thailand, the United States and Southeast Asian Ministers of Education (SEAMES) attended an international seminar to reaffirm the importance of books as national development tools, to seek measures for having it reflected in the national policies and to promote international cooperation in book publishing. Subjects covered during the seminar were: (1) role of books in developing Korea, (2) role of books as a tool of national development, (3) publishing in Korea--a historical survey, (4) problems of Korea's publishing industry as seen through market survey, (5) textbooks in national educational development and (6) development of publishing industry and international cooperation. The panel discussion focused on international copyright protection. Resolutions adopted were: (1) books should be used as a vital tool of national development; (2) participating governments should stimulate such book-related efforts as library development and should give aid to publishers; (3) mutual cooperation among the countries of East Asia should be promoted to help solve mutual book problems; (4) an Asian Book Development Center should be established and (5) support was given to the Korean Publishers Association for its developmental projects such as the Book Bank and the National Book Development Council. (NH)

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BOOKS AND NATIONAL DEVELOPMENT

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Seminar Report
April 27-29, 1968
Academy House, Seoul

With the Compliments of
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FOREWORD

The fact that metal type was first invented in Korea some 200 years before the printing of the Gutenberg Bible is well recorded and copies of books printed as early as 1403 are still preserved in some libraries. Inspite of this pioneering work in the printing history the Korean book publishing industry is still striving hard.

While the role of books has been emphasized as an essential means of education and a key to the overall social and economic development, much remains to be done in this country.

Korea has an advantage of not having any language problem, which hinders the development of book publishing in many other developing countries, yet she suffers from many other problems, including the lack of viable distribution channels, capital and reading public.

The Korean Publishers Association, looking for a way out of these problems, sent a delegation to the regional meeting on Book Development and Distribution that was held in Tokyo by UNESCO. Ensuing the Tokyo meeting, AID/Washington sent a team of experts to conduct a survey of the book publishing activities in Korea. Also, Korean observers were present at the New Delhi Seminar on Copyrights.

All agreed in recommending the establishment of a book development council on a national level and emphasizing the need of expanding the book publishing industry as an integral part of economic and social development.

Against such background, the Korean Publishers Association sponsored an international seminar on the theme of Books and National Development with the purpose of reaffirming the importance and the role of books as a tool of national development and seeking measures of having it reflected in the national policies as well as promoting international cooperation in book publishing.

The Seminar was held in Seoul, Korea from April 27 to 29, 1968. The meeting was attended by 86 Korean participants as well as representatives from SEAMES and five foreign nations—China, Indonesia, Japan, Thailand and the United States.

The Seminar was opened with an address by the Seminar Chairman and greetings from the Minister of Education of the Republic of Korea and cordial messages from the President of the International Publishers Association and UNESCO.

Dr. Mun-hwan Choi, President of Seoul National University, delivered the keynote theme of the Seminar "The Role of Books in Developing Nations." Seven additional papers were presented. On each paper lively discussions were held by participants regarding the best means to develop the book industry of Korea and to promote regional cooperation in Asia in the book publishing area. During the panel discussion, constructive views were exchanged on the relationship between the Republic of Korea and international copyright conventions.

The Seminar was closed with the adoption of resolutions and the closing remarks by the Seminar Chairman. It is hoped that the momentum generated by the Seminar will carry on establishing and enforcing resolutions adopted by the Seminar.

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A. ROLE OF BOOKS IN DEVELOPING KOREA

1. Dr. Mun-hwan Choi, President of Seoul National University, delivered the keynote address on the subject of *Role of Books in Developing Korea* as reproduced in the Part II, KPA/BookND/1.

2. In the course of the discussion following the keynote address, it was agreed that the library system was a base for profitable book publishing.

3. Mr. Benjamin stressed that the development of education, the development of human resources and the development of books and book industry went hand in hand with the development of libraries. He observed that a nation that had a strong and important book publishing industry had a very wide and strongly developed library system. He recalled that within a number of years, the U.S. federal assistance to libraries had been increased from one million five hundred thousand dollars to 250 million dollars.

4. Mr. Barnett, however, expressed a contrary view by citing the library situation in Korea where he had noted the lack of books and reading habits had been hampering further development of the library system.

5. Mr. Shimonaka suggested from the past Japanese experience that it was advisable for the developing countries to start with many smaller libraries rather than a few large libraries. He recalled that numerous school libraries in Japan which had been financed with government assistance and parents' contributions had been of great help toward the development of the Japanese book publishing industry.

6. Mr. Noma stated that the book was a motivating force of Japan's modernization, introducing western civilization and popularizing the modern spirit among the Japanese people. While admitting the importance of libraries, he stressed the need on the part of publishers to produce books that were readable and understandable for every man and to create writers who could write such books.

7. Mr. Soon-kap Shin reviewed the growth of Korean libraries—public, school and specialized—from some 440 in 1963 to 3,400 in 1967 which he admitted was far from sufficient in the light of the population increase. He emphasized the need for more extensive government assistance for libraries.

8. In explaining about the development of book publishing industry in the United States, Mr. Benjamin recalled that the last twenty years, and the last ten years in particular, had been the period of greatest development and reiterated the important role played by libraries. He noted that today many books depended on the library for 70 to 80% of sales.

9. Mr. Byung-hun Oh suggested that the present university teaching method had to be revised with the emphasis shifted from note-taking to reading assignments. He also proposed that all libraries should permit books to be loaned out.

10. Mr. Sung-jong Hyun stressing the importance of wider circulation of books for general education among the high school and university students, noted that almost the entire time of high school students had been preoccupied with the preparation for the highly competitive university entrance examination while the university spared only one year for general education. He urged that the government ought to revise the present educational system of the university.

11. Mr. Tae-lim Yoon suggested the publication of more books for general education designed particularly for those high school graduates who go straight to work as he had observed them constituting the great portion of the book readers.

12. Mr. Choo-jin Kang stressed the development of the national economy and his opinion that the book reading habit is prerequisite to the development of the book publishing industry. He further urged the need for the service of well-trained librarians in helping readers as well as various book guides.

13. Mr. Lak-koo Choi recalled that the Ministry of Education, being aware of the vital role of books in national development, had requested appropriation in the last national budget for a book bank to assist the publishers, and he expressed his regret that the request had been cut off by the Board of Economic Planning. He expressed his belief that government assistance to the publishing industry was essential until the industry had reached a certain stage of development. He added that establishment of a national book council was under study.

B. ROLE OF BOOKS AS A TOOL OF NATIONAL DEVELOPMENT

1. Mr. Stanley A. Barnett, Director, International Operations, Wolf Management Services, presented to the first session of the second day of the Seminar his paper on the *Role of Books as a Tool of National Development*, in which he stressed the role of books as "a most important (and in most cases the only practical) tool through which the citizens of the country could develop *en masse* the knowledge and skills required to accelerate effectively the national growth process." (cf. Part II, KPA/BookND/2.)

2. Dr. Jacobs, however, expressed disagreeing views by pointing out that illiteracy problems had to be

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solved before books could perform an effective role in promoting education and contributing to acceleration of economic as well as national development. He reminded the Seminar of the fact that in most of the Southeast Asian countries 80 percent of the population could not read and write.

As a second obstacle to effective use of books for national development, he cited the traditional methods and practice of education which did not encourage effective use of library resources.

He said that removal of these two obstacles was prerequisite to making books useful in developing countries where electricity was poor and the logistics and technical support for maintaining educational technology were limited.

Therefore, he emphasized, the role of books as media of information as well as the "only practical tool" of education for national growth would have to be re-examined in order for developing countries of Southeast Asia to achieve a breakthrough in the educational gap.

He maintained that development of a new educational technology by combinations of computer networks, laser beams, micro-wave channels, etc. should be given priority over book development in developing countries.

Therefore, he disclosed, SEAMES was working to establish a regional center to study how to develop and apply in practical use the new concept of educational technology through this innovative procedure so that books may not receive over-emphasis as the most effective tool of education in this region.

3. The Seminar agreed with Dr. Jacobs' views to the extent that the book industry had to associate itself with the new educational technology and that certain technological advances would indeed replace and better certain kinds of books.

4. However, his advocation of new technology in place of books as the most practical tool of education and national development for developing countries met with strong disagreement from the participants and observers.

5. Mr. Benjamin of McGraw-Hill said "I don't think it is going to be in the near future." Because it is a very expensive business, he explained, it will be many years before "even we in the United States can afford the new educational technology" as advocated by Dr. Jacobs.

He quoted Prof. Anthony Osttinger of Harvard University, who discovered that, to perform the same kind of instruction through computer-aided instructional materials, the pupil cost, by the most optimistic estimates, would be $50 a year whereas under the present book and lecture system it was $4. (Prof. Osttinger of the Division of Engineering and Applied Science of Harvard University is involved in the program on technology and society.)

Mr. Benjamin also explained that computer storage of information cost MIT $320 a year to store the contents of one 400-page book, while the MIT library itself could store that book for 25 cents. This situation forced MIT to spend $4 million to expand its traditional library, he added.

Accordingly he warned developing countries not to be too enthusiastic about the new educational technology for some years to come, unless some gold and uranium mines were found which could provide the necessary finances for the project.

6. The Seminar agreed with Prof. Osttinger's conclusion that "while educational technology has extraordinary long-term promises it is most unlikely to have a significant impact on instruction and learning in the next decade" even in most advanced nations.

7. Mr. Harris supported Mr. Barnett's theory that no industrialized economy could function and no developing nation could advance without making important and intensive use of books.

He called attention to the fact that input of labor and capital alone could not attain desired economic growth, for even in highly industrialized societies it accounted for only about 50 percent of economic growth. The contribution of the residual factor which could not be accounted for by input of labor and capital, he said, was about approximately the same as labor and capital in accelerating or developing economic growth. He said one of the most significant residual factors in economic growth was education. This is particularly true in developing countries, he said.

Mr. Harris further pointed out that:

a. No education could be expected to make satisfactory contribution to government economic objects if the vital and important role of books in education strategy should have been forgotten.

b. Books are extremely important because essentially the problem of economic development is a problem of the development of human resources involved in creating the institutions and the competence necessary for economic growth.

c. Books are, however, often forgotten, because countries seem to think that all one needs is to establish the hardware and the capital buildings required for education and are not sufficiently concerned with what kind of education it is and what the purpose of education might be.

d. One of the important things that a developing country needs to do is to develop a strategy of educational development and within that strategy assign an important and vital role to the development of books, the publishing industry, the printing industries and to the proper allocation of resources for books, not for themselves alone, but because of the vital contribution the books make to economic development.

8. Dr. Kyu-nam Choi, one-time Minister of Educa-

tion and President of Seoul National University, shared the views of Dr. Harris that books make a vital contribution to economic development. He said he believed that book publishing, education, and economic development should go hand in hand because they constitute a cycle helping to accelerate over-all national development.

He explained that it is a policy and conviction of the government that investment in book development should never be considered as waste. It is a long-term investment for national growth, he said.

In view of the fact that more than 45 percent of primary school graduates discontinue school education, he said, it is most imperative to encourage them to continue to use books. To achieve this purpose, he said, it is necessary to train primary school children to use library resources so that they might be able to utilize libraries whether they advance to middle schools or drop out. He also called for renewed efforts by concerned authorities and industries to promote effective use of village libraries.

9. Prof. Suk-hong Min of Seoul National University supplemented Dr. Choi's view by calling upon the government and other concerned authorities to study a measure by which all the nation's industrial firms and business companies, in addition to schools, should establish libraries for their employees. He deplored the fact that development of human resources through books and education had been neglected in the government's economic development plans.

10. His call for human resources development efforts was supported by Prof. Jin-Man Kim of Korea University.

11. Mr. Shimonaka of Japan said that efforts to vitalize the book industry could attain success easily in Korea, because Korea has favorable conditions. He called attention to the low rate of illiteracy and wide spread education.

Under the prevailing circumstances, what is most urgently needed is creation of an atmosphere conducive to sound growth of the book industry, he said. He stressed publishers should be helped to produce their books cheaply enough and should be encouraged to have conviction that their books would sell.

12. Mr. Shimonaka's proposal was supported by President Tae-lim Yoon of Sookmyung Women's University, who called upon the government authorities to give the publishers of "good books" incentives such as import of book paper at low cost.

13. Prof. Man-kap Lee of Seoul National University suggested that in order to implement President Yoon's call for an incentive plan it might be necessary to establish a committee to select "good books." He also explained that to disseminate good books widely among youth might require promotion of the book reading habit on the part of mothers. His statements referred to Mr. Shimonaka's explanation of a mothers-book-reading campaign sponsored by housewives in some parts of Japan.

14. Mr. Yong-koo Kim of the *Hankook Ilbo* and other participants and observers considered that effective advertisements of new books would help wider circulation of books.

C. PUBLISHING IN KOREA—A HISTORICAL SURVEY

and

D. PROBLEMS OF KOREA'S PUBLISHING INDUSTRY AS SEEN THROUGH MARKET SURVEY

1. Mr. Barnett's paper was followed by presentation of two papers, first by Mr. Man-nyun Han, President, Ilchogak Publishing Co., on *A Historical Survey of Publishing in Korea* and then by Prof. Yun-hyun Chin, Professor of Kukmin College, on *Problems of Korea's Publishing Industry as seen through Market Survey*. (cf. Part II, KPA/BookND/3 & 4)

2. In the course of the discussions following presentation of the two papers, the Seminar considered problems of effective book distribution in Korea and the importance of library development as one of the most important institutional markets.

3. Mr. Barnett called attention of the Seminar to a chart of Prof. Chin's paper which illustrated a complicated set of marketing channels of book distribution. He explained that chaos was unavoidable as far as completely different sets of discounts were applied and the same publisher would sell the same book through all the different channels of wholesalers, retailers, door-to-door salesmen and the cooperative at the same time. The studies he made two years ago on the Korean book market, he said, disclosed that "the Korean booksellers have a lot of faults but the booksellers in Korea have some fairly good points against publishers." He pointed out that it was difficult to sustain a distribution system when there was that chaos.

However, Mr. Barnett expressed optimism about the future of the Korean book distribution. With this apparent chaos in one sector of distribution, he said, "Korea has the potential and Korea's publishers have the potential of evolving a very sophisticated distribution system such as they have in the distribution of secondary school textbooks." He elaborated on the efficiency of the secondary school textbooks distribution through the cooperative of textbook publishers. The texts were developed individually, but they were sold and distributed through the cooperative of publishers which collected money and handled payment of royalties. "This is an example of cooperation that I for one haven't seen in any other developing country in Asia," he said.

Therefore, he said, "it shows that it is not beyond the capability of Korea's publishers to sit down and to reorganize their trade books distribution system into something that is much more rational, that is much more equitable and that will bring profit to everyone concerned."

4. The Seminar accepted Mr. Barnett's views as a proposal for the best solution of the chaotic situation of the Korean book distribution system.

5. Mr. Sullivan explained how effectively book cooperatives were organized and run for institutional and general markets in Canada and Scandinavian countries. He also touched on the British system of maintaining a set price for orderly distribution of books. He also explained about the discount rates and royalty practices prevailing in the United States. He said the library operation in the U.S. could be described as "chaotic" too, because sales to libraries involved a set of different discount rates and different market channels.

6. Mr. Noma of Japan explained in detail how his country's distribution systems were organized and run. He elaborated on the organization and functions of the Tohan and Nichinhan distribution networks, which actually monopolized book and magazine sales in Japan. He said the two mammoth distribution systems owed their success to rigid enforcement of listed price sales by retailers. Discount sales were strictly forbidden, and this contributed a great deal to distribution of books at low cost.

7. Representatives of the Korean Publishers Association emphasized that they believe that money is the best tool with which the chaotic market situation could be redressed. This was why the Association is trying so hard to persuade the Korean government to allocate government funds to establish a "book bank." They stressed that the book bank was proposed to be a source of revolving funds for book distribution, that the establishment of the book bank would relieve the book industry of its burden of usurious interest, and would contribute to producing and distributing books cheaply in Korea.

8. Participants and observers also agreed that one of the best ways of promoting the book industry is development of libraries at all levels. However, they complained that a lot had to be done before the library development could satisfy the public need and the concerned industries. The Seminar, therefore, called upon the government to expedite implementation of by-laws of the Library Development Law so that the government authorities might be obliged by the law to spend more money to build new libraries and to buy more books with government money for the libraries.

9. Participants expressed regret that university libraries were not controlled by the Library Law but by regulations governing university establishments. This was responsible for making university libraries understaffed and under-equipped. They urged that the by-laws of the Library Development Law should be put to force as soon as possible.

10. Following the discussions on the need of a book bank and library development plans, the Seminar heard delegates from Indonesia and Thailand explain about book-related problems and efforts of their respective countries.

E. TEXTBOOKS IN NATIONAL DEVELOPMENT

1. Mr. Stanton Whitney, Vice President, D. Van Nostrand Co., delivered his paper on *Textbooks in National Educational Development* at the afternoon session of the second day of the Seminar. (cf. Part II, KPA/BookND/5)

2. Discussions following his speech were focused on the problems of national textbooks and privately-developed textbooks for secondary education.

3. Mr. Man-nyun Han criticized the recent government decision to nationalize all textbooks for vocational high schools, which accounted for about 50 percent of the nation's total high school enrollment. He declared the nationalization of vocational high school texts constituted "a violation of the Constitution." He also criticized the government of shrinking by half the commercial sector of publishing of high school textbooks.

4. On behalf of the Ministry of Education, Director Nak-ku Choi of the Textbook Bureau explained that it was the policy of the government to open the textbook market to the private publishing sector as much as possible. In the course of his explanation, Director Choi emphasized that the government had to nationalize all vocational high school textbooks because no texts were published on many subjects by the private publishers. Vocational trainees had to do without textbooks at all in certain subjects, because private publishers declined to publish texts in such courses as might have only two hundred students throughout the country.

Director Choi explained that the government would publish vocational high school texts in 177 courses under a three-year program which had started last year. However, he pointed out, the government would take step-by-step measures to denationalize these nationalized texts.

The Director also touched on the controversy deriving from the government order by which all the non-vocational high school textbooks were revised at the same time last year. The government had been criticized for creating confusion and chaos by ordering all high school texts to be rewritten at the same time.

Director Choi explained that the government considered the private sector's complaints "justifiable." Therefore, he repeated, the government would prefer course-by-course revision to all-at-once revision in the future. The government representative also explained about the process of preparing and producing national textbooks of high schools in answer to inquiries from the participants and observers.

5. Prof. Jin-man Kim of Korea University asked the government to allow foreign textbooks, especially in the course of foreign language training, to be included among the government-approved text category. He said that it seemed unfair and foolish to limit the use of texts authorized by Koreans for foreign language training.

6. The government was ready, said Director Choi, to allow foreign texts to be used in the future as the government was considering this matter seriously.

7. Participants and observers also exchanged views concerning the process of textbook development and production and of adoption practices of textbooks by schools.

8. Mr. Whitney gave detailed explanations on the U.S. practice of textbook adoption and royalty payment to textbook authors.

9. The Seminar agreed that on many subjects the house editor's role was most important in developing good textbooks.

10. At the close of the discussions, the Seminar heard Dr. Jacobs explain the SEAMES organization and activities and the Seminar hoped that SEAMES would study establishment of a regional book development center for Asia as one of its priority projects.

F. DEVELOPMENT OF PUBLISHING INDUSTRY AN INTERNATIONAL COOPERATION

1. Three papers were presented on the subject by the following speakers:

Mr. Yung-bin Min, Executive Director, Korean Publishers Association

Mr. Warren Sullivan, President, Barnes & Noble, Inc.

Mr. Michael Harris, President, Franklin Book Institute

The papers are reproduced in Part II, KPA/BookND/6-8.

2. In the course of discussions, it was urged that proper utilization of Korean printing facilities should be made by the United States and other countries for not only reprints but eventually for original publications lest such venture should result in monopolizing facilities where it would be harmful to the Korean publishing industry.

3. The seminar welcomed the idea of establishing a regional book development center in Asia which would provide service to the developing countries in this region.

4. Mr. Benjamin expressed regret and disappointment that due to the unfortunate Viet Nam conflict, nothing had come of the United States policy for aid of books and library facilities as enunciated in President Johnson's Smithsonian address and in his later directive of January 1967.

5. Mr. Shadily made a brief report on the development of the book publishing industry in Indonesia. He observed that there are about 400 publishers registered with the Publishers Association which accepts membership on the basis of publishing at least three books a year. There are about 1,000 good bookstores who cooperate very nicely with the publishers. He further explained about the library situation in Indonesia.

6. Mr. Suwan presented a brief account of the book publishing industry in Thailand. He recalled that printing in Thailand had been first started by the government in about 1850 but it had not got very far until 17 years ago, when the Ministry of Education was founded. He further referred to the increasing rate of students which is far too great for the government to fulfill the demand for textbooks. He observed that publishing business in Thailand today is considered quite a prosperous investment because of the wide potential market, and there are only about 10 to 15 publishers.

7. Mr. Harris explained the organization and activities of the Franklin Book Program. He stressed that the program works with both private publishers and governments, but in either case, the program would not work in a country unless the government itself desired the program to work in the country.

G. PANEL DISCUSSION

1. The entire discussion, which was conducted in a free discussion style, was focused on the matter of international copyright protection as Mr. Benjamin began it by reviewing the development of a series of events that had taken place last year concerning the international copyright conventions, including the Stockholm Protocol. He explained the U.S. position against the Protocol.

2. He further suggested that it would be easy for Korea to join the Universal Copyright Convention because little would have to be changed in the Korean Copyright Law to qualify for UCC membership. While he expressed regret that the situation in Southeast Asia had delayed the execution of the President's book project, he offered that the U.S. publishers would participate in the expansion of printing facilities in Korea if Korea joined the Universal Copyright Law.

3. Mr. Shadily complained about the general lack

of interest on the part of U.S. publishers in copyright requests from Indonesian publishers, citing cases in which U.S. publishers had neglected to reply perhaps because of small amount of royalty based on small size of editions proposed by Indonesian publishers.

4. Mr. Benjamin expressed the hope that he and his colleagues might form a clearing house for all publishers on a voluntary basis in order to do something about such situation. He attributed such negative attitudes of U.S. publishers to the fact that many U.S. and British publishers were not particularly attuned to the international market and international problems. He expressed his belief that if a clearing house had been organized for English language books for translation rights in UNESCO developing countries, it would be dealt with promptly and reasonably.

5. Mr. Shadily reported that although there was a copyright law in Indonesia, it had not become a law yet. He told about an Indonesian publisher who was mislead by the Stockholm Protocol.

6. Mr. Byung-ki Min expressed his appreciation about the opportunity to learn about copyright conventions, particularly to the U.S. participants for enlightening Korean professors on this matter. He asked about the basic difference between the Berne Convention and Universal Copyright Convention. He further asked for an explanation of the circumstances which have so far barred Korea's entry into an international copyright convention.

7. Mr. Benjamin explained the basic difference between the two conventions, noting the Berne Convention as more strict than UCC in many terms. He explained that UCC was a UNESCO organization and its real purpose was to make it easier for certain countries to join particularly in terms of the copyright protection.

8. Mr. Yung-bin Min observed that very little interest had been expressed on the matter of international copyrights in the past twenty years since Korea's liberation from Japan in 1945 and it was just a dawn of a new era of hot discussions whether Korea ought to join an international copyright convention and what benefit Korea would be able to draw from becoming a member of either international convention.

Speaking of his own observations on the New Delhi Seminar of East Asian countries of January, 1967 on international copyright problems and the Stockholm Protocol developments originating from the Indian Seminar, Mr. Min said that the international copyright was currently in a crisis because of disagreement between the blocs of developing countries and developed countries. He also expressed his views that it would take some time before the international copyright crisis was over and that, therefore, it was hard for Korean publishers to tell what to do at the moment.

H. RESOLUTION

Seminar
on
Books and National Development

April 27-April 29, 1968

The Seminar on Books and National Development was held at the Academy House, Seoul, Korea from 27 to 29 April, 1968 sponsored by the Korean Publishers Association. The meeting was attended by 86 Korean participants as well as observers from five foreign nations and SEAMES.

The seminar was opened with greetings from the Minister of Education and a cordial message from the President of the International Publishers Association. Dr. Mun-whan Choi, President of Seoul National University delivered the keynote theme of the seminar "The Role of Books in Developing Nations" on which subject lively discussions were held by participants regarding the best means to develop the book industry of Korea and to promote regional cooperation in Asia in the book publishing area.

Constructive views were exchanged on the relationship between the Republic of Korea and international copyright conventions.

The participants and observers, having discussed many mutual problems, agreed on the following points as worthwhile priority objectives:

1. We reaffirm that books are a vital tool of national development that should be used to an important degree.

2. We recommend that the governments of those represented at this conference stimulate their book-related efforts especially including library development and that they provide due assistance to those engaged in publishing.

3. In view of prevailing conditions in the countries of East Asia, we are in accord that mutual cooperation should be effectively promoted to help solve the common book problems in the region. For example, further book publishing seminars should be held in other countries to carry on a continuous exchange of experience.

4. We agree that an Asian Book Development Center should be established speedily—in cooperation with UNESCO, SEAMES, and/or other concerned foreign agencies.

5. We support wholeheartedly the initiatives of the Korean Publishers Association to help insure the sound growth of the Korean book industry—especially in important developmental projects such as the Book Bank and the National Book Development Council.

PART TWO

ROLE OF BOOKS IN DEVELOPING KOREA

by
Mun-Hwan Choi
President
Seoul National University

ROLE OF BOOKS IN DEVELOPING KOREA

Strenuous efforts are now being made in all developing nations to accelerate the rate of development. While knowledge plays a vital role in such efforts, books are the essential media for the dissemination of knowledge. Therefore, the role of book publishing is regarded more and more important. The great poet, Sir Rabindranath Tagore, praised Korea as "the Lantern of Asia." It is a significant event that an international meeting is held on "Books and National Development" in this country with the attendance of the honored guests. I regard it a great honor to address you on the theme, "Book Publishing in Developing Nations."

As you probably know well, the world's first movable metal types were invented in Korea in the year of 1234 or 735 years ago, and 50 volumes of manuals on manners entitled *Kogum-sangjong-yemun* were published. It was the first book to be ever printed by movable metal types in the world. That was nearly 200 years before Johannes Gutenberg invented and popularized the printing method. In this sense, we have chosen the right place to hold a meeting to discuss printing and publishing books toward a better tomorrow.

The efforts now being made in all developing nations to achieve a rapid development stem from the "Great Awakening" of the people. The cause of the "Great Awakening" has been their enlightenment, which was made possible through the extension of knowledge through books. Now, authoritative personages, devoted to the publishing of books, assemble here. I dare say that it sets a milestone on the creating of another page of our cultural history.

Great is the significance of book publishing. In spite of the emergence of such modern media of mass communications as radio, newspapers and television, the book has been and is the most important means of extending knowledge. In a sense, radio, television, etc., simply play an auxiliary and supplementary role in extending knowledge, which is essential for the development of a nation or mankind. The book alone has an indispensable value as the basic means of regular school education and the effective means of extending know-how. Without books, it is unimaginable to preserve and extend knowledge. This is all the more remarkable in developing countries where up-to-date media are not developed to the fullest extent.

Many developing nations in Asia are striving to rationalize the economic and other aspects of their life. Modernization is the ultimate goal of all their efforts. This applies not only to Korea where modernization is expressly upheld as a "value premise," but also in other nations where no such expressed slogan is advocated. The implementation of an economic development plan or pursuit of industrialization indicate efforts toward the achievement of modernization in the economic field.

We cannot too strongly emphasize the importance of knowledge in carrying on such efforts. This is not the first time when the role knowledge plays in the course of the development of society is highly evaluated. British sociologist Alfred Marshall said, "Even if all the material wealth on the earth were destroyed by an earthquake leaving nothing but land, knowledge and food enough to support his life until the next harvest, man would certainly recover in 10 to 20 years prosperity almost comparable with that before. However, if knowledge which has been accumulated up to today were destroyed, it would take thousands of years for him to recover prosperity on the earth even if the material wealth remained intact."

His words were vindicated during the period after the close of World War II. In only around 10 years out of war ruins, the European nations built up material prosperity even better than that they had enjoyed before the war. In Asia, Japan was rehabilitated like a phoenix out of war ruins. Nevertheless, the Southeast Asian nations which suffered little or less from the war, are still suffering from poverty and underdevelopment.

Therefore, the demand for knowledge is on the increase in two senses in developing nations. The first necessity is to create man suitable for modernized society, and the second necessity, which may be regarded as included in the former category in a large sense, is to develope and accumulate technology and skill required for acceleration of material development.

Modernization can hardly be achieved by the traditional Oriental lethargy. It is necessary to create a new style of man based on the new notion of value. What we need are new man, modern man, citizen of the new State, man in the era of science, and industrial man.

In his recent book entitled *Asian Drama*, Professor

Gunnar Myrdal said that the new style of man requires these aptitudes: efficiency, diligence, orderliness, punctuality, frugality, scrupulous honesty (which pays in the long run and is a condition for raising efficiency in all social and economic relations), rationality in decisions on action (liberation from reliance on static customs, from group allegiance and favoritism, from superstitious beliefs and prejudices, approaching one rationally calculating "economic man" of Western liberal ideology), preparedness for change (for experimentation along new lines, and for moving around spatially, economically, socially), alertness to opportunities as they arise in a changing world, energetic enterprises, integrity and self-reliance, cooperativeness (not limiting but redirecting egoistic striving in a socially beneficial channel; acceptance of responsibility for the welfare of the community and the nation), willingness to take the long view (and to forgo short-term profiteering; subordination of speculation to investment and of commerce and finance to production, etc.

The acquisition of such aptitudes will be impossible without the massive introduction of new knowledge.

In addition to such changes of attitude, the creation of a material foundation in modernized society requires the recurrent, dynamical technological progress, their new combination by capable entrepreneurs, and the continuous increase of wealth and the sharp increase in productivity through human labor with skill and dexterity.

In that sense, Simon Kuznets said in his "Economic Growth and Structure" that the stock of knowledge and technology alone can expedite the economic development of developing nations.

The acquisition of knowledge thus plays an important role in the modernization of developing nations, and great scholars have long since recognized its significance. It is, however, regrettable that no proper regard is given to the pan-national extension of knowledge in terms of economic theory on development or in the course of enforcing policies in developing nations.

The capital/output approach in the modern economic theory based on the premise of an unchanged state of the arts has been useful as theoretical means of explanation on economic development and its inducement in the highly advanced Western European and North American society. It has been made known recently, however, that there is a residual which cannot be explained through such an approach, and that it can be explained only by means of human factors, not material factors.

As a result, discussions are being held on investment in man, investment in human capability and investment in human resources. In advanced nations, however, the unexplained residual does not constitute a great percentage. Therefore, it is believed that consideration of human factors is confined to the same elevation of the rationality of theoretical model.

In developing nations however, the residual which cannot be explained by means of the capital/output approach is very great. This is never confined to the cooperative relations which Alfred Marshall pointed out in discussing the relations of distribution in a long-term normal situation or to the developing nations where the degree of nutrition is low as pointed out by Professor Myrdal.

In developing nations, Myrdal said, an increase in consumption increases production by means of the mobilization of more labor force because it will improve the labor productivity due to the improved physique of individual workers, or because the consumption of the national economy as a whole will increase due to the population increase even if the per capita consumption may not change.

He further asserted that, in developing nations, consumption is not necessarily in inverse proportion to savings, and savings does not necessarily contribute to increased investment. He asserted that a decrease in savings due to an increase in consumption does not hinder economic development but produces the same effects as that of increased investment as far as developing nations are concerned.

In this connection, it should be noted that the standard of knowledge is rapidly changing in developing nations, and that such changes makes primary contribution not only to the economic development but also to the general modernization of society as a whole. The extension of such knowledge, and the consequent emergence of the so-called elite or the new style of man who will lead the new society plays a greater role than the material factors in serving modernization.

Therefore, the disregard of changes in the standard of knowledge in the course of discussing all changes, including economic, political and social changes, will seriously distort the concept of reality. This also coincides with the historical fact that advanced nations owe around 90 per cent of their growth to the increase in labor productivity which is related with the technical reform.

However, understanding of this has been extremely limited and political support weak for the extension of knowledge in developing nations. Professor Theodore Schulze said, "When poor countries enter upon the process of developing a modern agriculture and industry, with some notable exceptions they invest too little in human capital relative to what they invest in nonhuman capital; skills and knowledge useful in their economic endeavor are neglected as they concentrate on new plants and equipment. Thus an imbalance arises and as a consequence they fail, often by a wide margin, to attain their optimum rate of economic growth."

Investment in human capital can be classified into two large categories. One is education, and the other health. The latter factor is tentatively shelved here because it is not directly connected with the theme. Book publishing has an absolute bearing on education. Ever since the ancient days, the book has been the fundamental means of education, and the intergenerational means of conveying knowledge.

How much can be invested in human capital and to what extent can it contribute to the rationalization and improvement of human life has depended primarily on the extent of popularization of education. Also, to what extent education can be carried out has depended on the extension of books—the material means of education.

The basic cause of the high standard of culture Korea enjoyed in the past consisted ultimately in the development of printing and publishing technology. The West European nations achieved brilliant mental and material civilization in the modern ages because extensive investment was possible in human capital due to the development of the modern printing and publishing technology.

In the developing nations today, however, the relations of book publishing with education are by no means satisfactory. In the latter half of the 1950s, when developing nations began accelerated growth through human efforts, educational expenditure was very small relative to GNP in most of the developing nations. Their per capita educational expenditure was very miserable as compared with that in advanced nations. Their expenditure concerning education constituted an average of around 10 percent in their government budgets. Their illiteracy rates are therefore still considerably high.

The high illiteracy rates and the low standard of knowledge are greatly hindering the development of the retarded nations, chiefly because of the lack or inadequacy of modern facilities for extension of knowledge due to their historical factors, and because the developing nations are financially incapable of paying for the establishment of modern educational and research institutions. Essential now is, therefore, to devise functions to substitute for or supplement the method of learning knowledge systematically with such imperfect facilities. The significance of book publishing is all the greater in this connection.

Books supplement the functions of education by providing school education with essential materials and can act as a cheap substitute, to some extent, for education particularly in poor developing nations. Even in advanced countries where books may seem to be overwhelmed by such modern mass communications media as radio, television and newspapers in extending knowledge to the masses, the functions or contribution which books perform as a media are still highly evaluated. The significance of books is naturally great in the developing nations where such modern media are not developed or popularized to the fullest extent.

Unfortunately, however, book publishing is not developed adequately in developing nations. This is partly ascribable to the high illiteracy rates in those nations due to the inadequate extension of education, but more basically to the very low degree of understanding about books, as a cheap and effective object of investment in human capital, not only among the masses but also within their governments or planning authorities.

From the economic point of view, books are also subject to the economic rules of supply and demand, though they are relatively low in terms of prices. Therefore, their production relies on their effective demand, or the scale of market in a traditional economic sense. The per capita income of developing nations and their population are very small as compared with those in advanced countries. Excepting India, Indonesia and Pakistan, almost all developing nations have a population of around 10 million each, and a per capita income of around US$100.00. Therefore, the size of their markets is around $1 billion each, which is incomparable with those of West European nations scaled at $100 billion each, or the U.S. market scaled at $800 billion.

The small scale of their markets and the high percentage of their illiterates greatly limit the scale of book publishing and hinders its development as an enterprise. This confines the operation of book publishing in most cases to the status of one-man producer-owner-manager, and bars it from self-sustained development.

Solution should therefore be worked out by the government to such marketing factors. Nevertheless, the governments of developing nations are too preoccupied with investment in nonhuman capital in the fields of conspicuous production to give proper regard to political support for book publishing, as Professor Theodore Schultze pointed out.

For example, the establishment and operation of a publishing fund or issuance of publication subsidies are very limited, and tax exemption measures are very lukewarm for publishing houses. Adequate administrative support is not rendered to the importation of publishing materials or supplies which cannot be produced at home, such as high-class printing paper and printing machines.

Moreover, no close relations are maintained between education and book publishing, partly because of defects involved in the education system. The cramming-style education still in practice in many developing nations chiefly through textbooks has deprived students of interests in and attachment to books, and makes them regard books as a short-term means of education. This is why the habits of reading books are not developed in developing nations. Of course, large-scale book-reading campaigns are conducted yearly under the government's sponsorship. However, such campaigns are actually confined to some government agencies, schools, libraries and publishing houses in most cases, but are not extended to the whole nation as in advanced nations. So such campaigns have mostly ended in vague slogans.

The developing nations also lack a system for payment of due social rewards for efforts made in reading books. In Korea, for example, the understanding of investment in human capital has been extensively enhanced, and the system for payment of social rewards improved, but not yet to the satisfactory extent. This is not confined to Korea but applies to all the developing nations.

In spite of modernization sought as her national goal, Korea does not offer adequate rewards for the reading man. The expansion of overhead social capital was upheld as one of the basic targets under the First Five-Year Economic Development Plan. But targets were actually confined to transportation, telecommunications and waterworks or sewage facilities. Under that plan, the rational combination of human resources and natural resources was mentioned. But the rational combination was confined to increased employment.

Out of a total of W321.5 billion the government planned to invest, W99.64 million or 3.1 per cent was allocated for education. But the allocated funds were mostly intended for the construction or repair of classrooms, purchase of school lots or installation of auxiliary facilities. The allocation of government funds for the extension of books was neither recognized nor implemented. Commenting on this situation, the government explained in a report, "It was inevitable because of the extreme financial shortage of this country." The report also said, "Educational and cultural projects have been disregarded more miserably than any other project, and support has been inadequate to those projects in terms of both quality and quantity.".

Such kinds of investment are not wholly without effects in the long run. During the 1962-66 period, the number of pupils increased by 81,000 a year on the average. Providing them with school facilities increased the potentiality (although it did not directly increased the effective demand) of increasing direct investment in human capital and the book-reading population. It in turn expanded the investment in nonhuman capital, which, in conjunction with the increase in income, increased the effective demand for book publishing.

The increased investment in the installation of school facilities thus substituted for and supplemented education. However, it did not satisfy the demand for high quality manpower, which was eminently required in the course of development. The investment in education, therefore, did not produce adequate effects during the First Five-Year Economic Development Plan, under which investment was unbalancedly concentrated in material factors.

For these reasons, book publishing constitutes a very small proportion of the entire national economy, and is stagnant. According to the results of a mining and manufacturing industry census conducted in 1966, publishing and printing industry occupied only 3.5 per cent of the net product of the manufacturing industry, and 0.5 per cent of the net domestic product.

During the 1960-65 period, the manufacturing industry achieved a growth of 118.4 per cent as a whole, but the publishing and printing industry showed an increase of only 65.6 per cent. It may therefore be concluded that book publishing in Korea is adequately performing its function of extending knowledge and serving the national development, and that it is not operated properly simply as a business. This is very discouraging.

We can also say that developing nations cannot achieve rapid development unless our publishing enterprises are actively operated on business like bases, unless they properly function as media of knowledge, and unless they contribute to the creation of a new style of man needed by the new society.

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ROLE OF BOOKS AS A TOOL OF NATIONAL DEVELOPMENT

by
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ROLE OF BOOKS AS A TOOL OF NATIONAL DEVELOPMENT

No industrialized economy can function, and no developing nation can advance, without making important, intensive use of books. For the developing countries of East Asia, books are a most important (and in most cases the only practical) tool through which the citizens of the country can develop *en masse* the knowledge and skills required to accelerate effectively the national growth process.

Books are the principal instrument of education at all levels. They are required in technical and professional training. They are the key medium of instruction and learning, and the major repository of information in nation-building disciplines such as basic and applied science, mathematics, engineering, agriculture and natural resources management, medicine, pedagogy, public administration, public health, business management and economic growth.

As a general rule, a nation's production and use of books is considered a good index of its general stage of development.

Developing countries produce relatively few books. Thus in 1964 or 1965 (while Japan produced 24,000 book and pamphlet titles) Thailand produced 4,100; the Republic of Korea produced 2,500; Indonesia 2,200; the Republic of Vietnam 1,600; the Philippines 1,000; and Laos 52.

I have grouped the book and pamphlet totals because such data most often is available only in that form. In point of fact, however, many of the "books" produced in East Asia are pamphlets—according to the accepted over-48 page UNESCO definition. A "book" in Korea and the Philippines can have as few as 30 pages; in Thailand as few as 24 pages; in Indonesia as few as 16 pages; and in Laos, any bound, printed work of eight pages or more is defined as a book.

The above-mentioned quantities of locally produced titles are inflated in that they represent reprints as well as new editions. Thus, almost one-half of the Philippine total and 15% of the Korean total are reprints.*

Book development in a country reflects a number of factors, among the most important of which are cultural patterns, the educational system and economic conditions.

In some countries, such as Korea, there is greater reverence for learning and for education than in some others in the region. A nation that respects education tends to be more receptive to the printed word, through which learning is so effectively communicated, and it develops the "reading habit" more easily and in greater depth.

The educational system in its use of books is a predominant shaper of the book market and thus of the book industry in the developing nations of East Asia. Our 1966 book survey in Korea showed that 95% of the books produced in 1965-1966 (70,184,000 copies out of a total of 73,610,000 copies) were either textbooks or student reference books. In other countries visited during 1966 and 1967, the overwhelming importance of books used in the formal school system was equally evident. In general, educational publishers are the key publishers in a nation, for the educational system is not only the largest market for books, it also is the basic instrument for training the population in their use.

Importantly, since school books reflect the educational system in which they are used, the nature of the educational system shapes and circumscribes the role which books perform in the learning process. If, as is too often the case, the educational system stresses rote memorization and recitation, the books are mere repositories of facts and cannot fulfill a multipurpose function.

Although I am an economist, I have found that social factors and the educational system influence book development more than economic factors—except in unusual and rare circumstances. One such case is Indonesia, where hyperinflation and general economic disintegration have resulted in the near collapse of a once-flourishing book industry, along with many other fields of endeavor.

Within the framework of a nation's social, educational and economic fabric, one of the principal aims of any program for national growth is to assure the availability of the books that will be required, as well as the means of producing and using them.

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* On the other hand, Korea's total appears to be an underestimate in the comparison to those of other countries because its large production of books for the common (elementary and secondary) schools reportedly is not included in the 2,500 total. For the 1964-1965 academic year, 700 common school textbook titles were produced in Korea. With a newly approved secondary school curriculum in force, 500 new titles recently were approved at that level for the current spring semester.

Books have two distinct roles in communicating the kinds of knowledge and skills needed for national growth: one is the dissemination of such information within the developing country; the other is the transmission of required information from developed countries to the developing country. The latter function is relatively simple; it requires only that books published in technically advanced countries be readily available. Far more difficult and complex is the problem of developing and using books to disseminate information and skills within a developing country.

The healthy, sound growth of a book industry within a developing country requires the creation of a set of interrelated skills, institutions, and other resources that are sufficient to plan, create, manufacture, distribute, and use books of the kinds and in the quantities required. This is not easy. It requires a complex series of conditions:

1. A sufficiently large base of effective literacy to support a book industry. The book market in a small country like Laos, where perhaps only 20% can read, is too small to permit local production of needed books.
2. An educational system that is available to the majority of the population—one that makes effective use of books as materials of classroom instruction (and, hopefully, later as tools for reference and research).
3. Conditions under which student wastage is minimized. Even if all school students receive books, enrollments in most countries in the region shrink so rapidly as the educational ladder is climbed that relatively small percentages continue through elementary school or on to secondary school. Under such conditions, too few children are able to continue their schooling long enough to retain the reading habit, or literacy itself.
4. A cultural tradition of respect for learning and books.
5. Sufficient purchasing power to permit the purchase of books.
6. Installation of printing equipment; assurance of sufficient supplies of paper for books. In Indonesia, the lack of paper (and foreign currency) has stifled the once-important local book industry.
7. Development of publishing skills: the capacity to plan, and to manage the creation and production of books.
8. Development of editorial and writing skills—especially for the creation of textbooks.
9. Development of a professional commercial distribution and promotion network, including workable mechanisms for bibliographic information, warehousing, shipping, and wholesale and retail bookselling.
10. Provision of adequate long-term and working capital financing for publishers, printers and booksellers.
11. A strong book industry organization, including strong industry trade associations.

A fruitful use of books in national growth requires the concurrent or near-concurrent development of all these steps and close cooperation between recipient and donor countries, as well as close coordination between the private book industry and interested government ministries and agencies.

This brings me to a 12th and final point: It is evident that a developmental book program must be coordinated with many other aspects of an overall national development program. This is usually difficult, for generally accepted national priorities too often overlook the fact that the nation's most important potential developmental resource is the knowledge and skill that its citizens can be taught, and that those sectors (including, importantly, the book industry) who help transform this resource into actuality deserve top-priority support.

The benevolent assistance of the State is needed if students are to be provided with the textbooks and supplementary books they require; it is also needed to make sure that there are books for new-literates who no longer attend schools, as well as for the professionals, scientists and technicians who require a continuing flow of books for learning enrichment. In truth, no comprehensive program for national growth can be fully effective unless the national government makes a dedicated commitment, backed by allocations from the national budget, to provide accessibility to those important tools of development—books.

Other speakers will elaborate on the role of books in education, on the role of international cooperation, and on the development of the publishing industry. I cannot close without paying a short tribute to the sponsor of this Seminar, the Korean Publishers Association, and the important role it has assumed in the growth of the book industry in its country—often in the face of adverse circumstances, and often without support from any other quarter.

At times it has been successful in its efforts—for example in opening continuing lines of communication between the private sector and the central government; and in the worthwhile Korean Publishers Association/Asia Foundation-sponsored market survey of Korea's book industry, which Professor Chin of Kukmin College will discuss later on. At other times it has not been as fortunate—for example when recently the national book council it had championed was suspended; and when the Ministry of Education publishers' book fund was deleted from the budget. Despite all, however, the Korean Publishers Association has continued to progress and grow in influence and strength until, today, it is a force to be reckoned with—and by far the strongest publishers' trade association of any in the six East Asian countries I have studied during the last two years.

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PUBLISHING IN KOREA — A HISTORICAL SURVEY

by
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I. Origin of Publishing Industry in Korea

1. *First Publications of Korea*

A controversy may arise as to the origin of book publishing industry in Korea. According to documentary evidence, however, the first publication by movable type dates back to the reign of King Hyonjong of the Koryo dynasty (1011 A.D.) when a collection of Buddhist *sutras* was printed from wooden types, or to the reign of King Kojong of the same dynasty (1230 A.D.) when the *Sangjong Yemun,* a textbook on civilities, was printed from copper types.

The copper types used in the printing of this textbook preceded the invention of movable cast types in Germany by Gutenberg (1394-1468 A.D.) in 1446 A.D. by more than 200 years.

There are four books extant today—*Puksa Sangsol, Taehak Yonui, Sipch'olsach'an Kokum T'ongyo* and *Songjo P'yojol Ch'ongyu*—which were printed from bronze types at a foundry established in the 3rd year of the reign of King T'aejong of Yi dynasty (1403 A.D.). The printing of the books preceded the printing of the first Bible by Gutenberg (in 1446 A.D.) by half a century.

2. *Invention of hangul*

Before the invention of *hangul* the Korean nation was dependent on Chinese characters, an ideograph, for its literary life. The difficulty of reading Chinese letters together with the monopoly of them by the aristocracy excluded the general public from the benefits of literacy.

In 1446 A.D., King Sejong of the Yi dynasty invented and propagated *hangul,* an alphabetical system of a highly scientific structure which is easily learned by the masses, in the name of *Hunmin Chongum.* The alphabet have since been in wide use as the original letters of the Koreans.

The invention of bronze types and creation of the *hangul* alphabet formed the basis of publication culture in Korea in the early stage.

Such early start, however, has not been kept up by the invention and use of metal types. For long our publications were dependent on hand-copying or the use of wooden plates and printing from such metal types as *Kyongja-ja* (1420 A.D.), *Kapin-ja* (1434 A.D.), *Ulhae-ja* (1455 A.D.) or *Kapchin-ja* (1484 A.D.) were limited to rare occasions.

This failure to make full use of metal types by our ancestors resulted in stagnancy of Korea's publication culture.

Feudal publishing methods

While publishing methods remained primitive in the feudal age, our ancestors printed and published a vast number of books in the face of many adversities. Books were printed and published by private individuals as well as by the state.

Publications of this era include Buddhist *sutras,* Confucian teachings and many annotations. The publishing activities were far more advanced than those of other countries in terms of both volume and quality.

The state published the *Hunmin Chongum, Yongbioch'onga* and *Wolinch'ongangjikok* as the tools of the propagation of *hangul.*

At about the same time, books were introduced from China, to foster further the publishing industry Many books came to be included in the covetous objects of foreign powers invading the country.

As demand for printing paper and need for storage of books increased, the Paper-Making Office was established in the 15th year of the reign of King T'aejong of the Yi dynasty (1415 A.D.) to improve the quality of printing paper and increase its production, though handicrafted. The result was that high-quality "Korean paper" was exported to foreign countries after satisfying domestic demand.

Reflection on feudal publishing activities

The invention and use of metal types and the creation and propagation of *hangul,* the two epoch-making events which marked the history of publishing in Korea, were both accomplished either by the monarchy or under its leadership.

We shall study major causes which hampered the development of metal types and *hangul* before embarking on a study of modern publications in order to deepen our understanding of the history of publishing in our country.

First, continuous development of metal types was undermined by shortcomings in casting technique. The lack of alignment in the process of melting, casting, use, supplementation of raw materials, remelting, recasting and reuse together with shortage of matrices must have required the same amount of work in the casting of a type as required in the casting of a bell.

Second, the efforts of the state to guide and lead the publishing industry lacked consistency and constancy.

This is ascribable to the fact that there emerged no kings gifted enough to uphold and further the aspiration of King Sejong, as reflected in the invention of *hangul*, as well as frequent coups d'etat which rendered consistent leadership on the part of the royal throne impossible.

In short, the inner shortcomings of the political structure exerted adverse effects on the development of publishing business.

Thirdly, there were frequent foreign incursions. Frequent invasion and occupation of the country by

Japanese and Chinese forces inflicted heavy damage on Korea's cultural heritage, including books and book publishing facilities. The Japanese forces especially coveted our books and metal types, making them the primary objects of their pillage.

There are other factors which were detrimental to the growth of the publishing industry. However, due to the limited paper space allowed here, we shall skip the study of them.

Modern publishing made its debut with the introduction of power printing machines.

3. *Introduction of modern publishing technique*

The introduction of modern publishing techniques coincided with the introduction of Western civilization around 1884.

In 1883 when Occidental culture found its way to the Korean peninsula the Pangmun-guk Publishing Bureau was established and the *Hansong Sunbo,* a ten-day newspaper, was published. Efforts were also made for the development of typography. But the efforts bore little fruits.

In 1888, the Catholic Church of Seoul established a typographical printing house for the publication of the Bible and other religious books. The following year, 1889, A.D. Appenzeller (1858-1902) established a printing department in the Paejae School and invited the Rev. F. Ohlinger, who had been engaged in missionary activities in China, to head the department.

The printing department of the Paejae School cast *hangul* and English types to print and publish the Bible and the News on Korean Christians, a weekly publication. The department established a bookbinding center in cooperation with the printing department of the school in 1896 to print and publish the *Tongnip Sinmun.* The following year the *Hyopsong Hoebo* and the *Maeil Sinmun,* the first daily newspaper ever published in Korea, the *Mansebo,* a magazine, and textbooks were printed and published here.

With the advent of Western civilization private publishing houses came into being one after another. The printing houses in operation at this time included Poson-sa, Huimun-gwan and Sinmun-gwan. There was a lithographic printing house Muna-dang too. They used 10.5 point and 14 point types and operated printing machines of hand-operating or foot-pedalling type.

Gradually publishing circles came to use printing machines operated on petroleum motors and imported printing paper.

The oldest of titles published in this period is *Kohwandangjip* (1883), and the first publications ever to use Chinese characters and *hangul* in combination were *Nongjong Choalyo,* a guidebook on agriculture, and *Sogyonmun,* a travelogue written by a diplomat of the Korean Kingdom, Yu Kil-chun, after a tour of Europe and America.

Although the travelogue regrettably was published in Japan, it made a considerable contribution to the enlightenment of the Korean people in Western civilization.

The first translated book published in the country was *Pilgrim's Progress* by John Bunyan. The book was translated and published in 1886 by the missionary, Dr. Gale, and his wife. The work was followed by the translation by Yun Ch'i-ho of *Aesop's Fable* and *Gulliver's Travel.*

In 1887 the government established a national letter research institute where Chu Si-gyong set up a laboratory for the study of *hangul.*

A general tendency to disdain the act of selling books, however, undermined the marketing of books in the initial stage of the Enlightenment Era.

4. *Stagnancy of publishing culture*

The first publishing house, Kwangmun-sa, was established in 1896. By the time the country was annexed by Japan in 1910, there were a number of publishing houses in operation. They included Tokhung Sorim, Kwangin-sa, Aedong Sogwan, Yongch'ang Sogwan and Pojinje.

The fledgling publishing culture, however, was destined to suffer under the oppressive policy of Imperial Japan.

As publishing culture came into being to answer the demand of the times in the initial period of the Enlightenment Era, publishing circles could not exist apart from the demand of the times before and after the March 1 independence movement of 1919.

Publications and persons engaged in publishing business plunged into the independence struggle against the colonial rule of Japan. Among persons who championed the cause of national independence were Ch'oe Nam-Son, owner of Sinmungwan, and Kim Hong-Kyu, workshop supervisor of Posong-sa.

In the third year of the reign of King Sunjong of the Korean Empire (1909) the Japanese who actually ruled the country in the capacity of vice ministers enacted and promulgated Law No. 6 which subjected not only books on political and ideological matters but also books on science to strict censorship.

Under such censorship, the publication of books of any value was rendered virtually impossible. Not only that. Books passing the double censorship were subject to sales bans and confiscation after they were put on the market.

As a result of the censorship, publishing circles sought an outlet in the publishing of literature. Consequently, poets and writers appeared one after another. Conscious of their role as the vanguard of the nation, they made unceasing efforts to inspire patriotic and anti-Japanese spirit in the heart of the people in the face of threat of bans imposed by the Japanese.

The cultural policy of the Japanese colonial government came to assume a new face in the wake of the March 1 independence movement. Turning to a lenient policy, the Japanese authorized the publication of the *Tong-A Ilbo* and the *Chosun Ilbo*. As the newspapers made their debut, ways were open also for the publication of magazines and books.

New type faces were introduced for printing in a more refined style and such large publishing houses as the Hansong Book Co., Ltd. came into being to make a great contribution to the publishing industry of the country until its building was lost in a fire after the Liberation.

Books published in this period include *Abraham Lincoln, On Self-awakening* and speeches of U.S. President Wilson. These are books keenly reflecting the inclination of the Korean nation toward nationalism and democracy.

Foreign literature was also introduced energetically. The works of major foreign authors and poets began to be translated for publication.

Books written by Korean writers also began to appear. And such books written solely in *hangul* as *Hyongum Choson Munjon* (Modern Korean Grammar), *Kugo Pogam* (Korean Language Texts) and *Chosono Munbop Cheyo* (Outline of Korean Grammar) bore witness to the birth of a nationalist culture.

Books serving as a tool of the study of foreign languages published at the time include *Silyong Yongson Hoewajon* (Practical English-Korean Conversation), and National Readers on English-Korean Letters. *Ch'oesin Paekkwa Sinsajon* was an encyclopedia bulky by the standard of the time. A strange phenomenon was the large quantities of genealogical records published. The records of pedigres made up a substantial portion of the workload of the publishing industry.

By the 1930s book binding technique had made a considerable progress and books bound in foreign style began to appear.

In 1938 the publication of such libraries as the Choson Mungo and Pangmun Mungo greatly accelerated the propagation of books among the people. It was in this year that Ch'oe Hyon-Bae founded the Chongum-sa publishing house for the purpose of publishing *Uri Malbon* (Korean grammar).

While the high illiteracy rate of the country and the propensity of the farming masses to limit their reading material to folk history books still hampered the propagation of books of quality, the number of intellectuals purchasing Japanese books rapidly increased. The consequent influx of Japanese books posed a threat to domestic publishing industry.

Although the Japanese did not establish their own publishing houses in Korea, they set up book marketing businesses in Korea with the opening of Nikkan Shobo and other bookstores.

5. *Legal Suppression of Publishing Industry*

In 1910 the Japanese promulgated a set of regulations requiring registration of publishing houses operated by Korean nationals. In October of the same year they confiscated all school textbooks compiled by the Koreans.

With their endurance at end, publishing circles organized in March 1923 an association for revision of the publishing law and newsprint law. The association sponsored a rally for denunciation of persecution of press and organization. The rally, however, failed to materialize when the Japanese police intervened and arrested its leaders.

Oppression grew in intensity after the promulgation of the Public Security Law in 1925 and its amendment and promulgation in 1928.

In 1931 publishers filed a seven-point request, which included a request for the abolition of censorship, with the Japanese Governor, but the request was of course turned down.

In 1938 the subject of Korean language was dropped out of the middle school curriculum as the Japanese intensified their drive to ban the Korean language altogether and force the Koreans to use Japanese as their daily language.

Imperial Decree No. 37 (on limitations imposed on newspaper articles) promulgated in 1941 and Imperial Decree No. 37 (on publishing business) promulgated in 1943 dealt a *coup de grace* to the already suffocating press. The right to publish in Korean language was virtually deprived.

II. **Post-Liberation Era**

1. *Era of U.S. Military Government*

On the heels of the Liberation in August 1945, five daily newspapers, three wire services and five magazines went into business. The Pangmun Ch'ulp'ansa and the Chongumsa made a renewed start as publishing houses while a number of publishing houses including the Eul-Yoo Publishing Co. and Koryo Munhwasa newly came into being.

In 1946 the number of weekly and daily newspapers increased to 60 and 140, respectively.

The number of publishing houses in operation amounted to 150. The number of book titles published mounted to nearly 1,000 and of first print copies to about 5,000.

The remarkable increases in the number of titles and copies reflect the unlimited freedom of press and the vast demand for book supply which marked the post-Liberation period.

The book market of this period was completely a seller's market.

However, shortage of newsprint and of printing equipment soon plagued the publishing industry.

In the face of the material shortage, the U.S. Military Government encouraged the importation of newsprint and granted the publishing industry the privilege of business tax exemption.

Publication of periodicals was subject to licensing by the U.S. Military Government. This licensing system and the Military Government's sole control of newsprint gradually caused minor publications to disappear.

At about the same time, ideological confrontation between the Right and the Left grew in intensity. On March 15, 1947 publishers belonging to the democratic rank organized the current Korean Publishers Association in a countermeasure against the organization by leftish publishers of the Publishers' Council.

The Korean Publishers Association raised high its flag advocating the reconstruction of the fatherland along democracy's line.

2. *Establishment of the Republic of Korea Government*

In 1948 the government of the Republic of Korea was established in free general elections held on the basis of a United Nations resolution.

The Korean society was not yet recovered from the disturbances caused by the Communist rebellion which erupted in the Yosu-Sunch'on region in that year. Unrest was observed elsewhere too.

As a result, book sales were extremely limited despite the considerably improved quality of printing, binding and decoration.

The number of copies printed per title began to dwindle. And although several publishing houses made fortunes out of publishing and marketing textbooks and school reference books in vast quantities or hitting best sellers, lack of coordination and cooperative relations between publishing houses and books stores caused delays in the recovery of the prices of books.

The Korean Publishers Association started its journal, and resolved on a 25 per cent wholesale book discount rate.

The number of publishing houses continued to increase until 1949 when they counted as many as 847 firms. Many of these publishing houses, however, existed in name alone, and only less than a half of them were actually in operation.

Although publishing houses experienced severe fluctuations of fortune in the early post-Liberation years, a great number of titles was published during this period to fill the shelves of books stores in the country.

3. *Three Korean-War years*

The Communist aggression of 1950 dealt a devastating blow on the publishing industry. The equipment, facilities and stock on hand which were concentrated in the capital were left to the mercy of the Communists, who occupied Seoul from within three days after the outbreak of the war for 3 months until the recovery of it by the United Nations forces.

The number of publishing houses registered with the Office of Public Information after the recovery of the capital was 185 and book titles published by them 15.

The intervention of the Chinese Communist forces resulted in the removal of the site of the capital once again to Pusan. In the face of the adversity publishing circles barely sustained themselves by the publication of textbooks and school reference books for the autumn semester of schools.

Titles published in that year were extremely limited in number due to shortage of working capital and of printing equipment. The following year, 1951, however, 387 publishing houses registered with the government and titles published by them numbered 1,322.

The speedy revival of the publishing industry reflected the ambition of publishers to satisfy demand for books which rapidly increased as a result of the loss of book stock on hand and a temporary suspension of publishing activities.

4. *Post-armistice period*

A runaway inflation plagued society and economy as an after-effect of the war. On top of this the blow of the currency reform of 1953 forced the publishing industry into another vacuum.

Awaiting the publishing industry in recaptured Seoul were vastly risen prices of equipment and increased production costs, dwindled purchasing power and a further deteriorated relationship with book sellers.

The wholesale book discount rate which was 25 per cent before the outbreak of the war rose to 35 per cent during the time the government settled itself in Pusan. By the time the seat of the government was moved back to Seoul, the discount rate had risen to 40 per cent.

Publishers had to surmount great difficulties in collecting bills. So the sale of books and collection of bills for sold books came to spell life or death for publishing industry.

In December 1953 publishers convened a meeting to discuss the effective means of the collection of bills; and in 1954 the Korean Publishers Association established a committee for the promotion of a joint marketing network in its eighth regular meeting.

These moves, however, produced little effects, and the rate of sales declined in reverse ratio to the increasing rate of production cost. In 1956 a number of publishing houses were compelled to dump paper plates and books on hand, opening the way for the book dumping market of the East Gate and rampant dumping practices.

Book stores vied with one another in raising the discount rate in a drive to overcome depression. Wholesale book sellers began to close doors one after the other.

In the depression the average number of copies printed per book title dwindled to 1,000. And publishing houses came to compete with one another in trying to win contracts for the publication of textbooks recompiled under a government project. As a result, titles published in 1957 were as few as 1,006.

In 1958 when the publishing industry was on the verge of total collapse, the Hagwonsa Publishing Co. published an encyclopedia in 12 volumes. This feat was followed by the publication of *K'unsajon* (Larger dictionary) in six volumes by the Eul-Yoo Publishing Co.

A new vigor was infused into the industry as a sales system under which books were sold by salesmen visiting offices and firms on installment payment basis offered a new stimulation to demand for books.

At this time the masses of people were in a severe financial plight because most available financial resources were concentrated in the economic rehabilitation of the country. The publishing industry was of course no exception to the general hardship.

Yet efforts were never neglected for improvement of printing types, refinement of scripts and introduction of modern printing equipment with U.S. aid. Thus, in the face of severe economic adversities the quality of publications was brought close to the international standard.

In the meantime, pulp paper and high quality white printing paper came to be manufactured by a number of manufacturers. The quantity made by domestic paper-makers, however, was far from satisfying domestic demand. Also, the quality and price of printing paper made at domestic plants fell far from meeting the satisfaction of the demand.

5. *Before and after April 19 students' revolution*

After the student uprising of April 19, 1960 toppled the dictatorial regime of Dr. Syngman Rhee, the Second Republic was inaugurated. The government of the Second Republic was characterized by rupture within its party and social order was all but nonexistent amid floods of public demonstrations for this cause or that.

Despite such chaos, the number of titles published in the year increased slightly over the previous year to 1,618.

A characteristic of this period was the influx of Japanese books and publication of translated Japanese books. This, of course, was a result of the relaxation of tension existing between Korea and Japan.

The sales of books, however, remained low. The publishers of magazines, who until then had enjoyed a relatively more profitable business by comparison with the publishers of books of other categories, also came to suffer from general stagnancy.

Under such circumstances, the Korean Publishers Association petitioned the government for a tax-exemption measure and later in February 1961 for the lifting of the import-ban on high quality white printing paper, a ban which caused the price of the paper to rise.

Meantime, the Association, which sponsored a national book exhibition in 1947, made the exhibition an annual event from 1958.

In 1960 the Association sponsored the 5th exhibition on April 28. Over 9,000 titles were displayed at the exhibition.

6. *Post-Military Revolution period*

Social chaos caused by political crisis and disorderly public demonstrations furthered the stagnancy of publishing business.

The revolutionary government which was established following the coup d'etat of May 16, 1961 undertook bold reform measures.

It canceled registration for publishing houses with no publications to their credit and transfered works related to the registration of publishing houses to municipal and provincial boards of education from the Ministry of Education.

Thanks to the priority given by the government to the development of agriculture, the publication of books on agriculture vastly increased. Also, books on medicine, engineering and other specialized knowledge came to reposit more substantial contents and have improved external appearance.

The publishing industry, however, suffered a severe financial setback from the currency denomination of June 1962 and the readjustment of the exchange rate of 1964. The situation was confounded further by the government closure of schools and colleges amid student demonstrations protesting the Korean-Japan normalization talks. Demand for books naturally decreased drastically as the book market was narrowed.

Despite all these adversities, the number of titles published in 1963 amounted to 3,042. It, however decreased to 2,750 in 1964 due to the recompilation of textbooks designated or authorized by the government (See Table 1).

One prevailing tendency of the publishing industry at this time was to sell books on installment payment basis through a network of salesmen who visited homes, offices and firms for the sale of books.

A number of publishers began to plan publication of books specifically for students and intellectuals and the publication of libraries became a revived boom.

With the coming into effect of the Library Law, many high quality children's books went on the market to satisfy the increased demand of school libraries and reading rooms.

And publishers came to take resort to the bolder business method of investing large capital in production and advertisement in an effort to discard the tradition of small business which charácterized publishing business in the past. The fruits of such new ventures, however, are yet to materialize.

III. **Recent Status of Korea's Publishing Circles**

1. *Trend of book publishing*

Books

Thanks to the ambitious economic development effort of the government, the industrial structure has steadily been undergoing the process of modernization and social overhead capital has been vastly increasing.

Gross national product grew by 8.1 per cent in 1965 and 13.4 per cent in 1966.

Amid such rapid economic growth, the publishing business alone wallowed in chronic stagnancy.

As shown in Table 2, the number of titles, excluding textbooks, published in past years has been on a gradual decline.

According to statistics on titles registered with the government, titles published in 1965 numbered 9,294. The number decreased to 9,005 in 1966 (97.4 per cent of titles published in 1965) and to 6,364 in 1967 (68.8 per cent of titles published in 1965).

Although decrease in the published volume of school reference books and children's books are chiefly accountable for the decline, the publication of trade books also rapidly declined over the years: titles published decreased from 2,215 in 1965 to 1,810 (81.7 per cent) in 1967.

According to statistics, the number of printed copies increased from 13,420,000 in 1965 to 18,260,000 (136.1 per cent) in 1966. This increase in the number of copies printed, however, is chiefly accountable by the twofold increase of copies of children's books, which account for 59.0 per cent of titles published.

The number of printed copies of books, on general subjects, on the contrary, decreased from 8,198,160 in 1965 by 707,590 to 7,490,570 in 1966. The number decreased further by 800,000 in 1967.

More serious than the decreases in the number of printed copies is the problem of the composition ratios of book categories.

School reference books and children's books made up to 76 per cent and 71.6 per cent respectively of the total number of titles published in 1965 and 1967. Books dealing in specialized subjects made up to only about 30 per cent of the total.

School reference books made up to 25.3 per cent of titles published in 1966. Literary books, books on social science and on religion accounted for 17.6 per cent, 13.1 per cent and 10.2 per cent respectively.

The ratios were revised to 23.5 per cent for literature, and 18.3 per cent for reference books in 1967. Books on social science and religion followed them in that order.

In other words, the ratio of school reference books declined markedly while that of literature increased.

As for the number of printed copies, school reference books in 1966 made up to 48.1 per cent of the total with about 3,600,000 followed by books of religion (11.5 per cent), literature (11.1 per cent) and books on social science (7.4 per cent).

In 1967 the volume of school reference books was reduced to a half. However, this book category still headed others with a composition ratio of 37.5 per cent followed by literature (15.7 per cent), religious books and books on social science in that order.

We see that demand for religious books registered a marked decrease over the years.

As shown in Table 4, 343 translated titles were published in 1967 (of which two were reference books) to make up 18 per cent of 1,810 titles of general books published in that year.

The translated titles are broken down as follows:

Literature	184 titles (60.4 per cent)
Technology and science	14 titles
Social science	29 titles
Pure science	1 title

The active translation of foreign titles in a country where the introduction of books serving as a tool of dissemination of information on manpower and technical development is most desirable, but reflects, as the Korean Publishers Association pointed out in its proposal for the establishment of a book bank and a book development council, the narrowness of the book market, the limited number of book reading population and delays in the turnover of capital. These are factors which drive publishers to concentrate their efforts in the publication of books in limited categories.

These circumstances call for plans for development books and active government support of the publishing industry.

As of the end of 1967, the number of publishing houses registered with the government was 1,392 in Seoul and 120 in the provinces. Of these 736 firms were affiliated with the Korean Publishers Association.

In the same year the average number of titles published by a publishing house was only 1.2. The average number was no more than 2.5 even in the case of publishing houses affiliated with the Association.

The meager figures eloquently bear witness to the stagnancy of the publishing business.

The number of translated titles increased by 64 in 1965-1966, but decreased by 51 in 1967. Books on social science, science and technology, and pure science showed slight increases.

The majority of publishing houses is still handicapped by the small scale of capital. Government measures for the fostering of the publishing industry are urgently called for.

Textbooks

Since July 1966, all State-designated textbooks for first and second semesters of 1967 by the sixth graders of primary school were published after recompilation. And the compilation of 49 textbooks for technical high schools to be used beginning 1968 was completed.

The government had authorized and approved in 1965, 200 books in 90 categories for middle schools. It authorized and approved additional 200 textbooks in 1966 accepting recommendations made by publishing circles for improvement of textbooks.

As for textbooks to be used by high schools beginning in the 1968 academic year, the government authorized and approved the publication 418 titles in September 1967 from among lists submitted in June 1967.

A number of scholars and publishers in Korea confidently call for the transfer of the Education Ministry's textbook policy from government designation to government approval.

However, scholars and publishers have repeatedly lodged protests with the Education Ministry to have the ministry's textbook policy rectified.

The forced implementation of such textbook policy has added to dissatisfaction among the scholars and publishers.

This is a major problem, and the problem remains a major object of serious controversy between the education authorities and the academic world.

It is expected that this problem will soon reach the point of explosion since all textbooks used in the vocational high school were published under the government designation system from 1968, whereas the textbooks used in ordinary high schools were published under the government-approval system from the same year.

The controversy grew all the more serious as the government recently disclosed its plan to drastically strengthen the vocational education in the ratio of 40 per cent to 60 per cent in disfavor of humanistic education.

The following are the highlights of conflicting viewpoints between the two sides:

Those who support the government-authorization textbook policy (in particular, in case of vocational high schools):

1) The government-designated textbooks can be provided at lower cost than the government-approved textbooks because the kind of the government-authorization textbook is one for a subject.

2) All kinds of textbooks, including even such textbooks which ordinary publishers refrain from publishing because the lack of interest, can be published in disregard of interests in publishing them under the government-designated textbook policy.

3) Accordingly, all government objectives in publishing textbooks can be attained in case all textbooks will be published under the government-designation system.

4) The burden on the part of students can be eased as the textbooks used in all vocational high schools can be published at lower cost by publishing all humanities and vocational textbooks under the government-designated system.

5) In the contents of the textbooks, the quality of the textbooks will be improved when they are published under the government-designation system, and as for the contents of the textbooks used in vocational high schools, the specialities of the vocational educations can be fully met by publishing them under the government-designation system.

6) Financially, the publication of textbooks under the government-approval system will cost much more than under the government-designation system since one kind of textbook can be published for a subject under the government-designation system, whereas ten kinds of textbooks will have to be published for a subject under the government-approval system.

7) Under the Korean circumstances, the need of publishing textbooks under the government-designation system is very grave.

8) Accordingly, the decision on whether to adopt the government-designation system or the government-approval system should be made in consideration of the national education and national economy.

Those who support the government-approval textbook policy:

1) Textbooks should be made in various kinds so that anyone can freely choose one.

2) The monopolistic publication of textbooks in which only a few textbook writers can participate should be rejected. The quality of textbooks can be also improved only when a majority of textbook writers can participate in a free competition.

3) The burden of students for textbooks is very slight compared with other educational charges, including those required for stationary, note-books, school uniform, school cap, etc. The cost gap between the government-designation and the government-approval systems should not be too much stressed simply for the "specialities of the vocational education."

4) Such textbooks in low-demand quantities should be published on subsidies from the government or other means. The burden on the part of students cannot be eased even though textbooks used in all vocational high schools be published under the government-designation system.

5) The arbitrary government-designation textbook policy without any legal grounds runs counter to the Constitution.

6) Accordingly, when we decide whether to adopt the government-designation system or the government-approval system, we have to take into account the "Korean circumstances" in passing judgment on this problem.

7) The so-called "waste of national treasury" can be forestalled by advance order and advance distribution of textbooks.

8) Moreover, the monopolistic approval to a pure civilian publishing organ which is not a government-run enterprise would give a tremendous benefit only to the relevant organ under the pretext of the protection of interests of all students. In any case, the right to publish the textbooks should be allowed to capable civilian publishing enterprise.

9) The government's textbook policy planners should not forget the grand premise that the publication of textbooks be allowed to civilian publishers under a publication policy to strengthen the nation's world of publication.

The following table shows the kinds of applications for the publication of the government-designation and government-approval textbooks, the total amount of supply and the current total volume:

Magazine Publishing

The current world of magazines in Korea, it can be said, is a place of physical competition among almost the same kinds of magazines addressed to almost same class and limited number of readers on the one hand and of an outflow of worldly and popular magazines on the other.

The appearance of new magazines backed up by such organs as newspapers rich in financial resources and powerful in advertisement has posed a grave threat to a lot of magazine publishers who have thus far exerted every possible effort to develop the nation's world of magazines with the spirit of pioneers.

The first magazine to appear in Korea was Sonyon (Boys), published by Choe Nam-Son in 1908. Ever since, a number of magazines have made appearances and disappearances without cessation under the pressure of the Japanese colonial rule and in line with the ups and downs of the political and economic conditions.

It is desired that the separation speciality, and classification of the readers and magazines would be made to explore a new class of readers and to save the magazine publishers from excessive competition among themselves.

The Korea Magazine Publishers Association, an organization of magazine publishers which is under the supervision of the Public Information Ministry, has recently succeeded in obtaining the same treatment allowed to newspapers by the government for the procurement of paper.

But it is worried that this treatment might not succeed since, even before the first shipment of the papers made under the special tariff-free treatment accorded to newspapers arrives, discussions are reportedly underway among ministries concerned over the possible repeal of the special treatment.

Magazines registered with the Ministry of Public Information as of the end of June 1967 total 221, of which commercial magazines take up 185. Those which registered newly with the Ministry in 1966 number 95, and those which got their registrations revoked in the same year amount to 94. This clearly indicates a convulsion which the magazine publishing world undergoes.

The total circulation of monthly magazines (209) is estimated at 2,130,000 copies, an increase by approximately 34 per cent over the 1,590,000 at the end of August 1966.

Publishing Circles:

Book printing business, in particular, slumped in the latter half of 1966 what with inactivity in sales, what with revision of textbooks and what not. Such printers as P'yonghwa-dang, Kwangmyong and Samhwa, on the other hand, imported and put into operation, electronic color separators, and brought in various kinds of up-to-date automated printing and publishing machines including two and four-color offset printing machines.

Korea's printing technique has now reached the international standard, and orders from the U.S. for bonded typesetting are increasing. For bonded typesetting for Japanese customers, a program which began in 1964, the Kukche Munhwa Kyoyok Co. was inaugurated in April 1967 with an annual capacity of 10,000 pages. The printed matter exported in 1966 amounted, for the first time, to some $550,000.

Efforts to increase exports through printing, however, began to face difficulties due to a hot competition for order, excessive expenditures for facilities of one and same kinds, and training of newly hired workers on foreign letters. Some printers have already averted their faces from foreign clients. Those still taking orders from foreigners also have problems of their own.

These difficulties facing Korean printers are applying pressure on the Korean printing circles in many respects—the most outstanding being shortage of workload and rises in the operating cost. Some express apprehensions on grounds that Korean printing plants are being transformed into contractors or alighted plants of foreign printers.

Book binding remains to be mechanized and requires pre-modern manual processes. Hence, the inducement of modern facilities is desired, but uncertainty of mass-production prevents Korean printers from readily undertaking the program.

It is open to question whether mass supply of cheap books is made possible by acquiring the ability to mass-produce, or whether large demands for books is prerequisite to mass-production.

In offset printing, the tendency toward expanding facilities of mass-production from single color to two to four colors is remarkably shown among printers, but in movable type printing, expansion of such facilities as rotary press for printing books, multi-color gravure printing machines and automatic book-binders remains to be undertaken.

2. *Trend of Book Supply*

The Korean Publishers' Cooperative has, as of the end of 1967, a membership of 100 companies, 33 provincial suppliers, two provincial suppliers, two provincial cooperative stores and 33 cooperative stores in Seoul. The amount of books supplied for the past five years is as shown in Table 6.

The supply in general indicates a rising trend: Seoul recorded a rise to 30 per cent in 1967 from 23 per cent in 1966. The supply in provinces, however, shows a gradual decrease.

The number of kinds of books handled by the Cooperative totaled 3,485 at the end of June 1967, of which 1967 editions numbered 360, 1966 editions 661 and 1965 editions 770. The remainder, 1,695, were published in 1964 or before. These books numbering one to two thousand copies unsold four to five years after publication indicate a facet of the business slump facing the Korean publishing world.

Bookstores

Book wholesalers were compelled to turn into retailers, and wholesalers now find little room to exist. According to statistics compiled by the Federation of Booksellers Cooperatives, the number of bookstores throughout the country decreased to 2,000 in 1967 from 3,500 in 1966. This decrease testifies that the rise and fall of book selling business is not normal either. A majority of book sellers had to suspend business or find other business since 1966 because of imbalance between two ends.

The retail margin has been reduced to 10 to 15 per cent, making it difficult even to compensate for operating expenses. Disorder in the market system may be called one of major factors reducing book sellers to poverty.

To overcome the business slump, some printing houses introduced a monthly installment sales system under which salesmen call on clients with a variety of benefits. Some thrived under this system but it was not long before they went bankrupt because of an excessively hot competition. Printers not only suffered severe losses but found an even worse situation—some printing houses on the verge of bankruptcy had to dump their books on stock.

Dumping book sellers are currently running printing business as well and publishing low-quality books intended for dumping purposes only. These low-quality books and shortage of requirements have become a perilous existence which endangers the printing world.

Production Cost

Prices of paper for publishing books have soared more than twofold of those on the international market (see Table 7), and advertisement fees rose in 1967 by as much as 25 per cent over the previous year. Hence, the production cost is rising at a higher rate than ordinary commodity prices.

Fixing prices, however, would not keep pace with the wholesale trends of ordinary commodity prices. Besides, discounts have become a common practice to all book sellers, and collection of sales takes long. The printing business thus confronts a terrible fund shortage. The fund shortage is becoming worse and worse because printers, unable to raise funds on mortgage, have to rely on usurious loans (at an annual interest rate of 60 per cent) because they cannot get bank loans (26 per cent in annual interest).

Printing houses are thus hoarding their stock, estimated at W2 to 3 billion, in their warehouses and bookstores. The number of these books approximates twice or thrice that of their annual production.

Import and Export of Books

The IMG funds (of about $400,000 per year), a program started in 1963, was terminated in March 1967, and the book sellers had to rely solely on Korean foreign exchange. Accordingly, they can freely import foreign books but find the prices of such books on the domestic market rise because of difficulties in D/A and credit import.

Japanese books imported for the one year period from June of 1965 amounted to $540,000, and those imported in the following year totaled $645,000, an increase of $105,000. Western books imported under IMG and KFX funds increased from $327,000 to $418,000. Requirements for foreign magazines under the UNESCO coupon system show a gradual increase. The status of foreign books imported in 1967 is as shown in Table 8.

Exportation of books is in a really insignificant situation. Those exported to Japan in 1967 amounted to $40,000, those supplied to European and American nations on order nearly $30,000, and those for international exchange supplied through libraries about $5,000.

The orders from European and American nations dealt mostly with materials for the study of Korea and the Orient. A majority of these orders, however, have not been met. Hence, it is desired that the government take steps to promote exportation including reproduction of rare books and pioneering the overseas book market.

3. *Trend of Book Reading Population*

Library

Libraries existing throughout the country as of the end of March 1967 total 3,229 as shown in Table 9, and they have a total of 10,690,000 books. This shows an increase of 801 libraries and 2,090,000 books over those of the previous year.

Of the libraries, 57 are public libraries with some 820,000 books. Of these books, some 1,020,000 were read in 1967. This shows a decrease of some 290,000 books preserved and some 200,000 readers from those of the preceeding year. An analysis indicates that the decreases were attributable to shortage of books preserved, inadequacy of facilities and advertisement activities.

University libraries number 117, and their books increased to some 4,380,000. Their readers and books read, however, decreased by 630,000 and 310,000 respectively. Although the decreases are said to have been caused by shortages of days when the libraries were open, due to the closure of universities, efforts to attract readers remains to be made.

School libraries take up nearly 90 per cent of the total number of libraries with 2,956, an increase by 772 in one year. Books kept in these libraries number 4,680,000 an increase of some 1,780,000.

The number of special libraries increased by 18 in one year, and their books also increased by some 90,000. But the number of their readers and books read showed a remarkable decrease.

Village Library

According to statistics released by the "Village Library" headquarters, a total of some 10,000 village libraries were established (by the end of 1967) and are contributing to the enlightenment of farmers and fishermen and enhancement of their aspirations for book reading. An annual plan, now under way by the headquarters, calls for establishment of libraries in a total of some 49,000 villages.

Book reading, however, is yet to become a common practice. Investment rates in schooling in Korea are high and schools of all levels are well distributed throughout the country. The number of students is on the increase (See Table 5), and students occupy a major portion of the Korean reading population. Such popularization of education and economic growth are encouraging factors to the increase of reading people and requirements for books. Prevailing in Korea now is a tendency to set up a long-range book development plan and assist and foster publishing business by realigning administrative organizations related to publications.

4. *International Cultural Exchange*

Efforts for exchange of information and strengthening of friendly relations among nations through books are well manifested by joining the International Publishers Association in April of 1957, by sending a four-man delegation to the general meeting of the IPA convened in Copenhagen, Denmark. and by dispatching two representatives to the conference of standing member nations held in 1958 in Munich, West Germany. Korea has been represented in all conferences of the IPA since, and the Korean representative was elected vice chairman at the 16th general meeting.

In 1962, Mr. Chun-Ha Chang, publisher of the Sasanggye magazine, inaugurated a fund called "Independence Cultural Award" with the prize money he received as a winner of the Magsaysay Award.

Korea sent a two-man delegation to the meeting of publishing specialists in the Asian region held in Tokyo in May, 1966, another two-man delegation, consisting of a government representative and a Publishing Association representative, to the East Asia copyright seminar held in January last year in New Delhi, India, under the sponsorship of the International Association for Protection of Immaterial Assets. Korea also joined the Asian Area Book Reading Data Supply Center of UNESCO in June last year in an effort to further exchange of information with other nations.

Korea also participated in international book exhibitions—the world children's book exhibit in 1954, Tokyo international book exhibit (six times), book exhibits held in the U.S. (four times), those held in Frankfurt, West Germany, and Hong Kong (twice each) and other exhibits of large and small scales.

5. *Campaign for Development of Publishing Industry*

At the conference of Asian area publishing specialists held in Tokyo in May 1966, goals were set at increasing the annual per capita supply of educational books to 80 pages and that of other books to 80 pages by 1980. For the achievement of these goals, discussions were made on the ways of possible and effective assistance for the acquisition of facilities and materials needed for the development of books and establishing a book development plan organization in each nation.

The Korean Publishers Association, accordingly, submitted recommendations to the President and related government agencies on measures studied including "the Publications Development Plan Aimed at Contributing to the Fatherland Modernization Tasks." A survey team led by Mr. Stanley Barnett, chief of International Operations of the Wolf Business Management Research Institute, made a fact-finding trip to Korea on the status of book development plans in Korea in June 1966 at the request of AID.

A survey report made by the team cited the following as factors restricting the book market of Korea: 1) Lack of professional and specialized technique in publishing; 2) correspondingly high prices of books; 3) shortage in the number of public libraries and collection of books, 4) high postage and freight charges for shipment of books and educational data; and 5) lack of ties with the international copyright agreement.

The report recommended the following as the means of solving the pending problems confronting the Korean publishing circles: 1) Analysis of the current practice of supply of books and research for its increased circulation by the Korean publishing circles under the assistance of USOM and the Asia Foundation; 2) Survey on pricing policy of paper manufacturing concerns in Korea; 3) Promotion of merger of publishing firms; 4) Campaign for increasing export of books; and 5) Strengthening of ties with the international copyright and translation agreements.

When Mr. Malhotra, vice president of the Indian Publishing Association, visited Korea in October 1966 as a UNESCO delegate, the Korean publishing circles briefed him on the status and difficulties facing them and asked for international cooperation toward overcoming the difficulties.

Mr. Curtis Benjamin, president of the McGraw-Hill Publishing Co., who visited Korea in March, 1967, as a member of the U.S. private investment and trade promotion mission, held talks with Korean publishing businessmen, and Mr. Barnett revisited here for review of the realities of the Korean publishing circles.

Dr. McAffrey, managing director of the American Textbook Publishing Association and former advisor to the Tokyo conference, also visited Korea in July of the same year on a leg of his tour of Asia for observation of the book development situation at the request of AID. He made a first-hand observation of the Korean publishing world and furnished valuable advice for the development of books in Korea.

The Korean Publishers Association, meanwhile, requested the National Economy Research Institute of Kukmin University to conduct a survey on the status of sales of the Korean publishing circles in October 1966 under financial assistance of the Asia Foundation.

A survey report by the institute emphasized the need of a wholesome wholesale organization for the normalization of the book suppliers' structure in Korea and recommended the government to promote a book development plan to meet international standards and study the ways of protecting, fostering and supporting the publishing circles. The recommendations were made based on an analysis of the demand and supply of books in Korea, marketing structure and financial status.

The 20th regular meeting of the Korean Publishers Association held in November 1966 adopted the following recommendations to the government and related agencies, noting the need of establishing a new organization to take charge of publications administration as provided under the Government Organization Law and to carry out recommendations contained in the two survey reports:

1) Establishment of a Book Development Council to set up and promote development objectives on a national scale such as establishment of a publication and book development plan, determination of the per capita reading volume, long-range estimate of per capita paper consumption, review of supply and demand plans for paper and prices of paper, study of the taxation system on publications and accounting for publications, arrangement of long-term low-interest-rate loans, and expansion of book exports and overseas markets;

2) Establishment of a Book Bank to take charge of such duties as furnishing financial support needed for the promotion of a book development plan, pro-

viding scholars with subsidies for publication and assistance in publishing as well as promotion of the turnover of sales credit for books;

3) Reimbursement for books delivered for registration with the government.

In 1967, a series of round-table meetings was held among government officials concerned, publishers and bookstore operators to seek measures to develop the publishing business and normalize the circulation of books. In July, the publishers submitted a petition to the government authorities, asking for effective measures to overcome difficulties in obtaining paper for books.

Recommendations were again submitted in November, as resolved at the 21st general meeting, on the establishment of a Book Development Council and a Book Bank as well as on lowering postal charges and rail freight charges on books.

No budgetary measure, however, was taken for establishment of the Book Bank in the government budget for 1968. The publishing business is still faced with difficult situations because of the financial shortages, increasing manufacturing cost, disrupted marketing structure, and decreasing demand for books on the domestic market.

Efforts should be made, therefore, to develop the publishing industry in Korea with cooperation rendered by various foreign agencies, including UNESCO.

Both domestic and foreign personages concerned in the publishing of books seem to have little understanding of these problems. It is desirable that they realize national development begins in the minds of men and it is hardly attainable without development of a book industry. This important task of establishing a publishing policy or setting a nation's mind in a right direction by means of books should not be ignored by leaders and policy-makers. It is now urgent to seek some new measures to promote government activities to find a solution to such problems.

●

Table-1

Annual Statistics on Publications (Delivered for Censor)

Kind / Year	Books and School Reference Book		Others	Total	Remark
	Kind	Index			
1948	1,136	100%	—	1,136	
49	1,754	154.4	—	1,754	
50	—	—	—	—	
51	798	70.2	—	798	
52	1,391	122.4	—	1,391	
53	1,100	96.8	—	1,100	
54	1,558	137.1	—	1,558	
55	1,308	115.1	—	1,308	
56	1,434	126.2	—	1,434	
57	1,006	88.6	—	1,006	
58	1,281	112.8	—	1,281	
59	1,606	141.4	—	1,606	
60	1,618	142.4	—	1,618	
61	2,290	201.6	—	2,290	
62	2,966	261.1	1,268	4,234	
63	3,042	267.8	2,226	5,268	
64	2,750	242.1	3,213	5,963	
65	3,187	280.5	6,062	9,249	
66	3,104	273.2	5,901	9,005	
67	2,216	195.1	4,148	6,364	
	35,545	—	22,818	58,363	

(Source: Korean Publishers Association)

Table-2

Kinds of Books Delivered for Censor and Circulation

Kind	Number of Kind							
Year	A) — Books	A/D	B) School Reference Book	B/D	C) Others	C/D	D) Total	
1 9 6 5	2,215	% 23.9	972	% 10.5	6,062	% 65.5	9,249	% 100
	(100.0)		(100.0)		(100.0)		(100.0)	
1 9 6 6	2,320	25.8	784	8.7	5,901	65.5	9,005	100.0
	(107.7)		(80.7)		(97.3)		(97.4)	
1 9 6 7	1,810	28.	406	6.4	4,148	65.2	6,364	100.0
	(81.7)		(41.8)		(68.8)		(68.8)	

Kind	Circulation							
Year	E) Books	E/H	F) School Reference Book	F/H	G) Others	G/H	H) Total	
1 9 6 5	3,777,460	% 28.1	4,420,700	% 32.9	5,227,070	% 38.9	13,425,230	% 100
	(100.0)		(100.0)		(100.0)		(100.0)	
1 9 6 6	3,890,970	21.3	3,599,600	19.7	10,775,600	59.0	18,266,170	100.0
	(103.0)		(81.4)		(206.2)		(136.1)	
1 9 6 7	3,090,160	44.5	1,851,700	26.7	1,996,450	2o.8	6,938,310	100.0
	(81.8)		(41.9)		(38.2)		(51.7)	

(Source: Korean Publishers Association)

Table-3

Number of Books Delivered for Censor by Category and Title

Year	1967								
Edition	A. 1st Edition			B. 2nd Edition			Total		
Kind / Item	Title	Circulation	Printed Average	Title	Circulation	Printed Average	Title	Circulation	Printed Average
General	38 (2. 1)	98, 780 (2. 3)	2, 599	7 (1. 9)	6, 500 (0. 9)	929	45 (2. 0)	105, 280 (2. 1)	2, 117
Philosophy	43 (2. 3)	44, 500 (1. 0)	1, 035	5 (1. 4)	11, 900 (1. 7)	2, 380	48 (2. 2)	56, 400 (1. 1)	1, 175
Religion	224 (12. 1)	559, 750 (13. 2)	2, 495	20 (5. 4)	37, 000 (5. 3)	1, 850	244 (11. 0)	596, 750 (12. 1)	2, 446
Social Science	237 (12. 8)	375, 250 (8. 8)	1, 583	40 (10. 9)	54, 700 (7. 8)	1, 118	277 (12. 5)	429, 950 (8. 7)	1, 552
Pure Science	29 (1. 5)	52, 450 (1. 2)	1, 809	6 (1. 6)	2, 900 (0. 4)	483	35 (1. 6)	55, 350 (1. 1)	1, 581
Technology	152 (8. 2)	156, 450 (3. 7)	1, 029	44 (12. 0)	94, 100 (13. 5)	2, 139	196 (8. 8)	250, 550 (5. 1)	1, 278
Arts	57 (3. 1)	118, 730 (2. 8)	2, 083	14 (3. 8)	24, 000 (3. 4)	1, 714	71 (3. 2)	142, 730 (2. 9)	2, 010
Language	62 (3. 4)	103, 300 (2. 4)	1, 505	46 (12. 5)	134, 700 (19. 3)	2, 928	108 (4. 9)	238, 000 (4. 8)	2, 204
Literature	440 (23. 8)	683, 850 (16. 1)	1, 554	81 (22. 1)	94, 300 (13. 6)	1, 164	521 (23. 5)	778, 150 (15. 7)	1, 494
History	91 (4. 9)	161, 200 (3. 8)	1, 771	9 (2. 4)	7, 000 (1. 0)	778	100 (4. 5)	168, 200 (3. 4)	1, 682
Children's Books	136 (7. 4)	232, 800 (5. 5)	1, 712	29 (7. 9)	36, 000 (5. 2)	1, 241	165 (7. 4)	268, 800 (5. 4)	1, 629
School Reference Books	340 (18. 4)	1, 656, 900 (39. 0)	4, 873	66 (18. 0)	194, 800 (27. 9)	32, 647	406 (18. 3)	1, 851, 700 (37. 5)	4, 561
Total	1, 849 (100. 0)	4, 243, 960 (100. 0)	2. 295	367 (100. 0)	697, 900 (100. 0)	1, 902	2, 216 (100. 0)	4, 941, 860 (100. 0)	2, 230

Table-4

Statistics on Books Translated by Title and Language (1967)

1. Language

Language	Title	Ratio
Japanese	53	19.5
Chinese	43	15.7
English	106	38.8
French	15	5.5
German	13	4.8
Russian	10	3.7
Others	3	1.0
Total	273	100.0

2 KDC

KDC	Title	Ratio
Religion	38	13.9
Social Science	22	8.0
Pure Science	1	0.4
Technology	12	4.4
Arts	4	1.5
Language	2	0.7
Literature	165	60.4
History	10	3.7
Children's Books	11	4.0
School Reference Books	1	0.4
	273	100.0

(Source: Korean Publishers Association)

Table-5

Number of Students and Number of Copies of Textbooks

Textbooks	No. of Copies		
	1965	1966	1967
(Primary School) National Textbooks	50,192,270	52,251,299	49,392,365
(Secondary School) National Textbooks	2,451,523	2,922,763	1,745,116
(Sec.) Authorized/Approved Textbooks	67,541,493	7,015,686	5,260.773
Total	60,185,286 (100%)	62,169,748 (103.3)	56,398,254 (93.7)

School	No. of Students			
	1965	1966	1967	1967 (Ratio)
Primary	4,491,345 (100%)	5,165,496 (115.0)	5,382,500 (119.8)	78.0
Junior High (7th to 9th grade)	751,341 (100.0)	821,997 (109.4)	912,938 (121.5)	13.2
Senior High (10th to 12th grade)	426,531 (100.0)	434,820 (101.9)	441,946 (103.6)	6.4
5-year Training School	7,623 (100.0)	10,546 (138.3)	14,089 (184.7)	0.2
Junior College	15,536 (100.0)	17,063 (109.8)	14,734 (94.8)	0.2
Teachers College (2 years)	5,920 (100.0)	8,077 (136.4)	8.818 (149.0)	0.1
College (4 years)	105,643 (100.0)	131,354 (124.3)	124,029 (117.4)	1.8
Total	5,803,939 (100.0)	6,589,353 (113.5)	6,899,054 (118.9)	100%

(Source: Ministry of Education)

Table-6

Books Supply Status of the Korean Publishers Cooperative (1963-1967)

Date of Survey	Number of Books Surveyed	Total of Tagged Price per Kind	Average Price	Total of Wholesale Price	Average Wholesale Price per Kind	Wholesale Price Ratio (%)
62 12 31	2,770	380,308	137	293,053	106	0.77
63 12 31	3,203	524,667	164	419,335	131	0.8
64 12 31	3,536	700,163	198	566,680	160	0.81
65 12 31	3,502	830,517	237	678,626	194	0.82
66 12 31	3,625	991,764	274	810,962	224	0.82
67 12 31	3,695	1,224,695	331.40	1,000,952	270.80	0.81

Year	Sales			Annual Increase (%)	Marketing Ratio (Seoul : Province)
	Total Amount	Seoul	Provinces		
1962	70,351,636	18,949,342	51,402,294	20.0(%)	1 : 2.7
1963	71,440,513	22,382,168	49,058,345	1.6	1 : 2.2
1964	75,538,458	25,865,303	49,673,155	5.7	1 : 1.9
1965	80,232,778	27,871,229	52,361,549	6.2	1 : 1.9
1966	90,836,618	34,282,022	56,554,596	13.2	1 : 1.6
1967	103,070,404.85	44,536,501.90	58,533,902.95	13.5	1 : 1.3

(Source: Korean Publishers Cooperative)

Table-7

Comparison of Domestic and Foreign Prices of Papers

(1) Newsprint

Category Country	weight LBS	unit	world market Price	World Market Price converted into Won	Domestic Price	Price Margin	Ratio of Domestic Papers to Imported Papers
U.S.A.	50 LBS		U.S$ 3.77	1,027.33	1,550	522.67	(%) 151.9
Canada	〃	〃	〃	〃 1,027.33	〃	〃	〃
Europe	〃	〃	〃	〃 1,02.733	〃	〃	〃
Sweden	〃	〃	〃	〃 1,027.33	〃	〃	〃
Finland	〃	〃	〃	〃 1,027.33	〃	〃	〃
Republic of China	48	〃	U.S$ 3.50	〃 953.75	〃	596.25	162.6
Japan	50	〃	〃 3.91	〃 1,065.48	〃	484.51	145.3
(2) Wood-free Paper							
Japanese quality	70 LBS		U.S$ 8.68	₩ 2,365.30	3,100	735	(%) 131.1
Japanese Medium quality	〃	〃	〃 7.34	〃 2,000.15	2,800	800	140.0
Japanese Low quality	〃	〃	〃 5.70	〃 1,053.25	2,800	1.747	265.9
(3) Art Paper							
England	90 LBS		U.S$ 18.66	5,084.85	—	3,916	(%) 177.0
Japan	〃	〃	〃 18.75	〃 4,718.75	—	4,282	190.8
Korea	〃	〃	—	—	9,000	—	—
(4) Manila Board Paper							
Norway	280 LBS		U.S$ 25.03	6,820.68	—	1,820	(%) 126.7
Norway	240	〃	〃 23.12	〃 6,300.20	—	2,440	137.1
Sweden	240	〃	〃 23.12	〃 6,300.20	—	2,440	137.1
Japan	295	〃	〃 23.27	〃 6,341,08	—	2,299	136.3
Korea	240	〃	—	—	8,640	—	—

(Source: Korean Publishers Association)

Table-8

Export-Import Status of Books

(1) Import

Quantity / Country	Cultural Science			Natural Science			Total		
Quantity	Titles	Copies	Amount	Titles	Copies	Amount	Titles	Copies	Amount
Country	Ratio	Ratio	Ratio	Ratio	Ratio	Ratio	Ratio	Ratio	Ratio
Japan	37,916	247,427	384,100.13	39,828	131,319	387,244.87	77,744	378,746	771,345.00
U.S.A.	6,947	64,640	208,045.87	7,241	52,972	433,897.11	14,188	117,612	641,942.98
England	3,806	9,990	27,691.58	532	1,270	6,502.96	4,338	11,260	34,194.54
W. Germany	1,025	6,812	550.53	11	61	10.48	1,036	6,873	561.01
France	406	8,362	17,397.68	—	—	—	406	8,362	17,397.68
Netherlands	—	—	—	2	30	175.00	2	30	175.00
Republic of China	437	5,773	—	27	555	—	464	6,328	—
Hong Kong	8	808	877.20	—	—	—	8	808	877.20
India	7	35	59.00	34	376	824.85	41	411	883.85
	50,552	343,847	638,721.99	476,752	186,583	828,655.27	98,227	530,430	1,467,377.26

(2) Export

Quantity / Country	Cultural Science			Natural Science			Total		
Quantity	Titles	Copies	Amount	Titles	Copies	Amount	Titles	Copies	Amount
Country	Ratio	Ratio	Ratio	Ratio	Ratio	Ratio	Ratio	Ratio	Ratio
Japan	1,957	12,007	17,741.24	12	529	1,019.86	1,969	12,536	18,761.10
U.S.A.	228	4,412	7,311.39	9	9	—	237	4,421	7,311.39
W. Germany	2	100	612.50	—	—	—	2	100	612.50
Australia	2	180		—	—	—	2	180	—
Vietnam	195	3,336	810.33	—	—	—	195	3,336	4,810.33
Singapore	1	300		—	—	—	1	300	—
	2,385	20,335	30,475.46	21	538	1,019.86	2,406	20,873	31,495.32

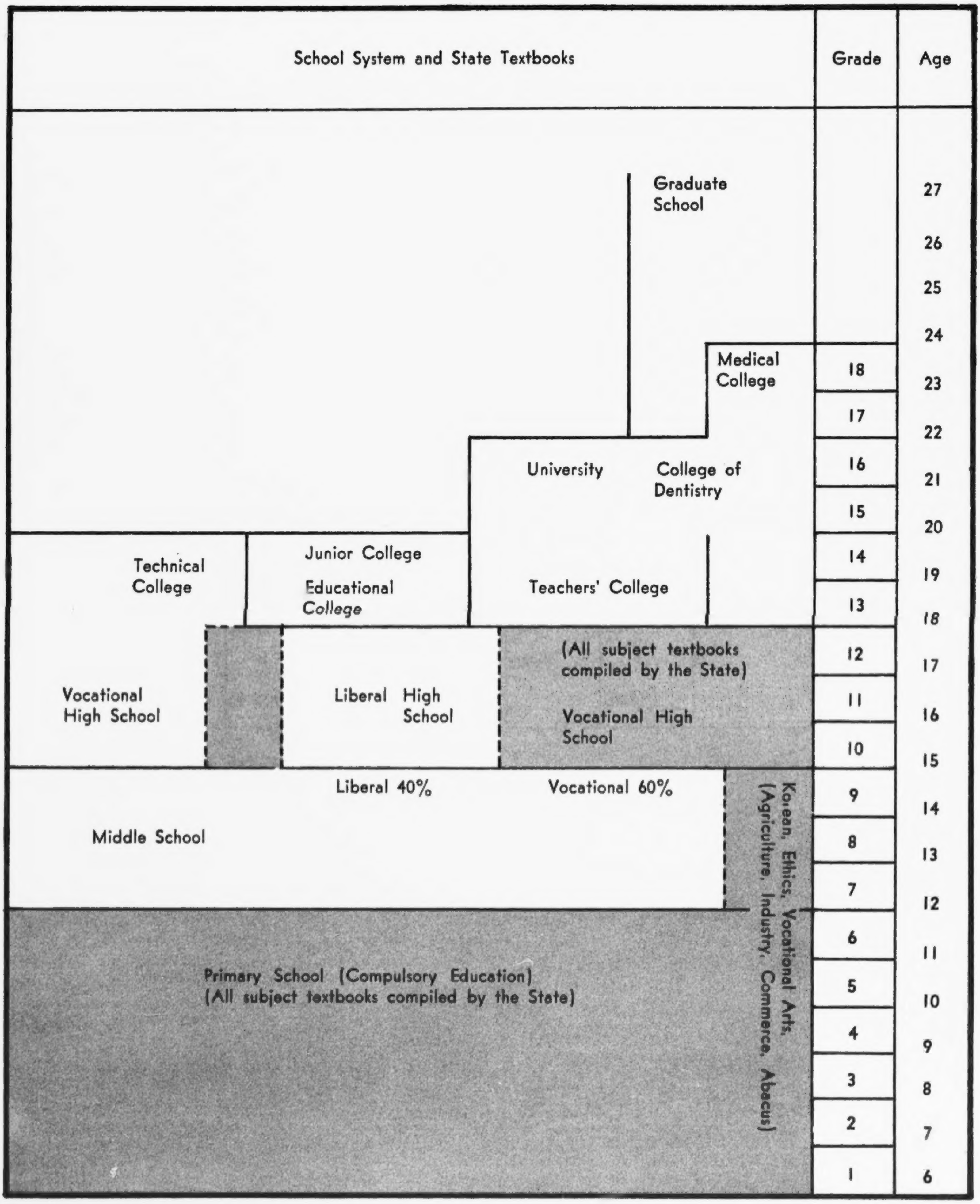
(Source: Korean Publishers Association)

Table-9

Number of Libraries and Collection of Books

Year / Kind / Libraries	1965		1966		1967		
	Number of Libraries	Collection of Books	Number of Libraries	Collection of Books	Number of Libraries	Collection of Books	Ratio
Public Libraries (%)	49	694,515	53	772,619	57	820,954	(%)
		(100)		(111.2)		(118.2)	
	(100)		(108, 2)		(116.3)		1.8
College Libraries (%)	109	3,951,379	110	4,177,160	117	4,382,060	
		(100)		(105.7)		(9.7)	
	(100)		(100.9)		(107.3)		3.6
School Libraries (%)	1,422	1,944,737	2,184	2,914,091	2,956	4,680,602	
		(100)		(149.8)		(35.0)	
	(100)		(153.6)		(207.9)		3.1
Special Libraries (%)	71	623,850	81	827,864	99	912,134	
		(100)		(132.7)		(146.2)	
	(100)		(114.1)		(139.4)		91.5
Total (%)	1,651	7,214,481	2,428	8,691,734	3,229	10,795,750	
		(100)		(120.5)		(149.6)	
	(100)		(147.1)		(195.6)		100.0

(Source: Korean Publishers Association)


School System and State Textbooks
Grade
Age
Graduate School
Medical College
University
College of Dentistry
Technical College
Junior College
Educational College
Teachers' College
Vocational High School
Liberal High School
(All subject textbooks compiled by the State)
Vocational High School
Liberal 40%
Vocational 60%
Middle School
Korean, Ethics, Vocational Arts, (Agriculture, Industry, Commerce, Abacus)
Primary School (Compulsory Education)
(All subject textbooks compiled by the State)

PROBLEMS OF KOREA'S PUBLISHING INDUSTRY AS SEEN THROUGH MARKET SURVEY

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I. Problems of Book Publishing in Korea

1) *Shifts of Production of Publishing and Printing Industries*

(1) Korea's gross national product grew at an average annual rate of 8.3 per cent during the First Five-Year Economic Development Plan period (1962-1966). According to tentative estimates by the Bank of Korea, the GNP in 1967 was W1,249.2 billion, or W991 billion at the constant price of 1965. Per capita national product of the year is estimated at W41,941, roughly equivalent to U.S.$154.

The highest growth rate was achieved by manufacturing industries: 22.4 per cent in 1967, accounting for 20.5 per cent of the GNP.

According to the census report on mining and manufacturing industries for 1966 by the Economic Planning Board and the Korean Reconstruction Bank, the product of manufacturing industries grew approximately 7-fold in 1966 over 1960 (See Table 1). It grew 2.15-fold by production index (See Chart 1).

(2) The industrial survey on mining and manufacturing industries is conducted in accordance with the classification instituted and promulgated by the Economic Planning Board under the provisions of the Statistics Law Enforcement Decree in 1963. (But publishing and printing industries were placed in separate classifications by the 1967 revision of the Medium Industry Cooperatives Law Enforcement Decree.)

Statistics of publishing and printing industries involved in the survey are for the most part classified under the category of "Printing, Publishing and Similar Industries" (Intermediate Classification No. 28) and only a limited portion of the statistics were compiled under the category of "Publishing of Books and Periodicals" (Sub-classification No. 2820).

According to the statistics, the growth rate of production of publishing and printing industries lagged behind that of the manufacturing industry as a whole in the 1960-1966 period. It increased during the period 5.64-fold (1.91-fold by production index).

Therefore, the ratio of printing and publishing industries to the manufacturing industry as a whole decreased from 4.4 per cent in 1955 to 2.9 per cent in 1966 (See Chart 2).

2) *Recent Situation of Book Publishing*

(1) Number of Publications

According to the aforementioned census report, the total number of copies published in 1966 was 70,880,000, of which 82.4 per cent were textbooks and 7.1 per cent magazines and other periodicals. Books of general category accounted for only 10.5 per cent with 7,440,000 copies (See Table 2).

According to statistics compiled by the Korean Publishers Association, the number of publications registered with the government in 1966 was 7,490,000 copies. The figures are similar to those presented in the census report. The number drastically decreased to 4,940,000 copies in 1967.

At the same time, the average number of copies per run per title decreased from 2,413 in 1966 to 2,230 in 1967.

The number of publications of more than 49 pages each (UNESCO Standard) decreased by one third from 6,890,570 copies in 1966 to 4,596,600 in 1967.

The ratio of publications meeting the UNESCO standard to the number of publications registered with the government increased from 92 per cent in 1966 to 93 per cent in 1967 (See Table 3).

To sum up, the number of books published has steadily decreased in recent years and publications below the UNESCO standard are registered with the government (as books) and included in statistics of books.

(2) Production

According to the aforementioned census report, W1,608,237,000 worth of books and periodicals was published in 1963. Its ratio to the overall production of publishing and printing industries was 29.9 per cent. The corresponding amount and ratio of 1966 were W2,687,771,000 and 22.3 per cent.

We have seen that the growth rate of publishing and printing industries lagged in recent years behind that of the manufacturing industry as a whole and that the growth rate of the publishing industry lagged behind that of the printing industry.

This gloomy situation developed at this juncture when the importance of the role of books in manpower development and enhancement of culture cannot be overemphasized. And it calls for study of the root causes of such stagnancy in the publishing industry and formulation and implementation of a strategy to remedy the situation.

II. International Comparison of Book Publishing Industry

1) *Comparison of Number of Titles*

The status of Korea's book publishing by international standards is shown in Table 4.

According to *The Book Revolution* by Robert Escarpit (UNESCO), 250,000 titles of books were turned out in 1952. The number increased by 40 per cent to 350,000 in 1962.

During this 10-year period books published in Korea increased from 1,393 titles by 167 per cent to 3,720. The rate of increase by far exceeded the average growth rate of 33 per cent achieved by the publishing industry of other Afro-Asian nations.

In other words, Korea had maintained a relatively high growth rate in publishing industry despite her low national income level.

But the problem of Korea's publishing industry began when the number of titles decreased to 2,459 in 1964, and Table 5 shows that the number of titles of 1966 decreased from that of 1965 to 2,510 titles. The figure decreased further to 2,045 in 1967.

This stagnancy in the publishing industry constitutes a sharp contrast to the general growth trend of other countries.

2) *Comparison of Number of Copies per Title*

According to *The Book Revolution,* the average number of copies per title in major book publishing countries in 1952 is estimated as follows:

England	15,200 copies
U.S.A.	13,900 copies
France	9,700 copies
West Germany	7,700 copies

The figures range from 3,000 copies to 6,000 copies for other countries.

The number of copies published per book title in Korea was 2,745 in 1966 and 2,248 in 1967 (See Table 3). It had drastically decreased compelling a general raise of the price of books. It also follows that Korea's publishing industry is financially handicapped.

3) *Comparison of Literary Books*

Difficulties of defining the category of literature necessarily entails many problems more complicated than those arising from the publishing of specialized science books.

In 1952, 57,000 titles of literary books were published throughout the world. The number of titles published in 1962 increased to 80,000. The figures represent roughly 22.8 per cent of the total number of titles turned out.

In the same period the ratio of literary books to the overall number of titles turned out in Korea decreased from 39 per cent to 15 per cent (See Table 6). The ratio was 21 per cent in 1966 and 25 per cent in 1967.

According to the aforementioned book by Robert Escarpit, on the world scene if 20% ratio of literary books to the overall production of 1962 is taken for the comparison standard, most of West European countries exceeded this average while the countries of Eastern Europe, with the exception of East Germany and Yugoslavia, fell short of it.

4) *Comparison of Translated Books*

According to the *Index Translatum,* 44 countries published 31,384 translated titles in 1960. The number represented about 10 per cent of 310,000 titles published in those countries.

The number of translated titles published in Korea in that year was 233 which considerably exceeded the average international ratio of 10 per cent. Out of the 233 translated titles, 147 or 63.1 per cent were translated from English.

In 1967 the number of translated titles published increased by 40 titles over 1960 to 273 titles. The ratio of the number of translated titles to the overall production, however, slightly decreased to 13.3 per cent. The number of books translated from English decreased by 41 to 106 titles over the years. The ratios of original languages to the overall number of translated books in 1967 were:

English	38.8 per cent
Japanese	19.5 per cent
Chinese	15.7 per cent

In 1960 the ratio of translated titles of the world to the overall number of publications was only about 10 per cent; and among countries falling below this low standard were such countries with high gross national product standards as the United States, England and Japan.

It is Mr. Escarpit's opinion that unless these countries take pains to maintain systematic and close cultural ties with foreign countries there is danger of a sort of homo-fertilization of culture to follow. This is to say that the need for a well-organized government policy to regulate publishing is not limited to developing nations.

Korea must undertake projects to develop the book publishing industry while implementing her economic development plans.

III. **Problems of Book Distribution in Korea**

1) *Current Situation of Book Distribution*

(A) Korean manufactured goods marketed in 1960 were worth W59.3 billion. They increased 2.8-fold in 1963 and 6.9-fold in 1966 (See Table 1).

Shipment of publications by printing and publishing industries increased 2.5-fold in 1963 and 5.6-fold in 1966 over 1960. The ratio of the shipment of the products of publishing and printing industries to that of the manufacturing industry as a whole decreased from 3.8 per cent in 1958 to 2.9 per cent in 1966 (See Table 1).

(B) The shipment of books and periodicals amounted to W1,360 million in 1963. Its ratio to the turnout of publishing and printing industries was 25.5 per cent, and decreased to 22.1 per cent in 1966. During the period the shipment of the publishing industry decreased at a more rapid pace than that of the printing industry.

(C) The quantity of the trade book shipments in 1966 decreased by 11.6 per cent of that in 1963. The value of the shipment, on the contrary, increased 3.3-fold. Therefore, the value ratio of the shipment of trade books to the overall production of books and periodicals increased from 28 per cent to 48.2 per cent over the same period, showing that the prices of ordinary books increased more markedly than those of textbooks and periodicals.

The ratio of shipment of trade books to the turnout was the lowest, 95.7 per cent in 1966. The ratio of trade books' year-end inventories to output was 20.4 per cent (See Table 2).

In Korea, shipment is not equal to actual sales but only means delivery of books to bookstores for consignment sales. The large stock on hand, despite such a system, reflects the dwindling of the book market in recent years.

SHIPMENTS OF BOOKS AND PERIODICALS (Amount unit: 1:000 won)

	1963		1966			
	Q'ty (A)	Amount (B)	Q'ty (C)	Amount (D)	($\frac{C}{A}$)	($\frac{D}{B}$)(%)
Magazines and Periodicals	25,078,048 (45.0)	380,616 (28.0)	5,005,173 (7.1)	377,920 (14.3)	20.0	99.3
Textbooks	22,391,453 (40.2)	599.396 (44.0)	58.573,126 (82.7)	991,261 (37.5)	261.6	165.4
Other Books	8,238,289 (14.8)	381,646 (28.0)	7,282,833 (10.3)	1,272,523 (48.2)	88.4	333.4
Total	**55,707,790** (100%)	**1,361,658**〔25.5%〕 (100%)	**70,861,132** (100%)	**2,641,704**〔22.1%〕 (100%)	**127.2**	**194.0**
Printing, publishing and similar industries		5,336,618 〔100%〕		11,927,956 〔100%〕		223.5

Source: *Mining and Manufacturing Industries Census Report,* 1963 and 1966.

2) *Book Distribution Structure and Channels*

(1) At the end of 1967, there were 1,512 publishing houses registered with the government. One hundred small and medium publishing houses organized the Korean Publishers Cooperative as a joint marketing channel.

As for the wholesalers and retailers of books, the number was estimated at 2,000. Besides, there were many salesmen who sold books on installment-payment basis visiting homes and offices.

Beside these ordinary channels of marketing, there is a book dumping market operated by the producers and suppliers of low-quality books and pirated books.

(2) Membership of the Korean Publishers Association stood at 736 as of the end of 1967. The fact that the membership was less than a half of the total number of publishing houses registered with the government, shows that many publishing houses existed in name only.

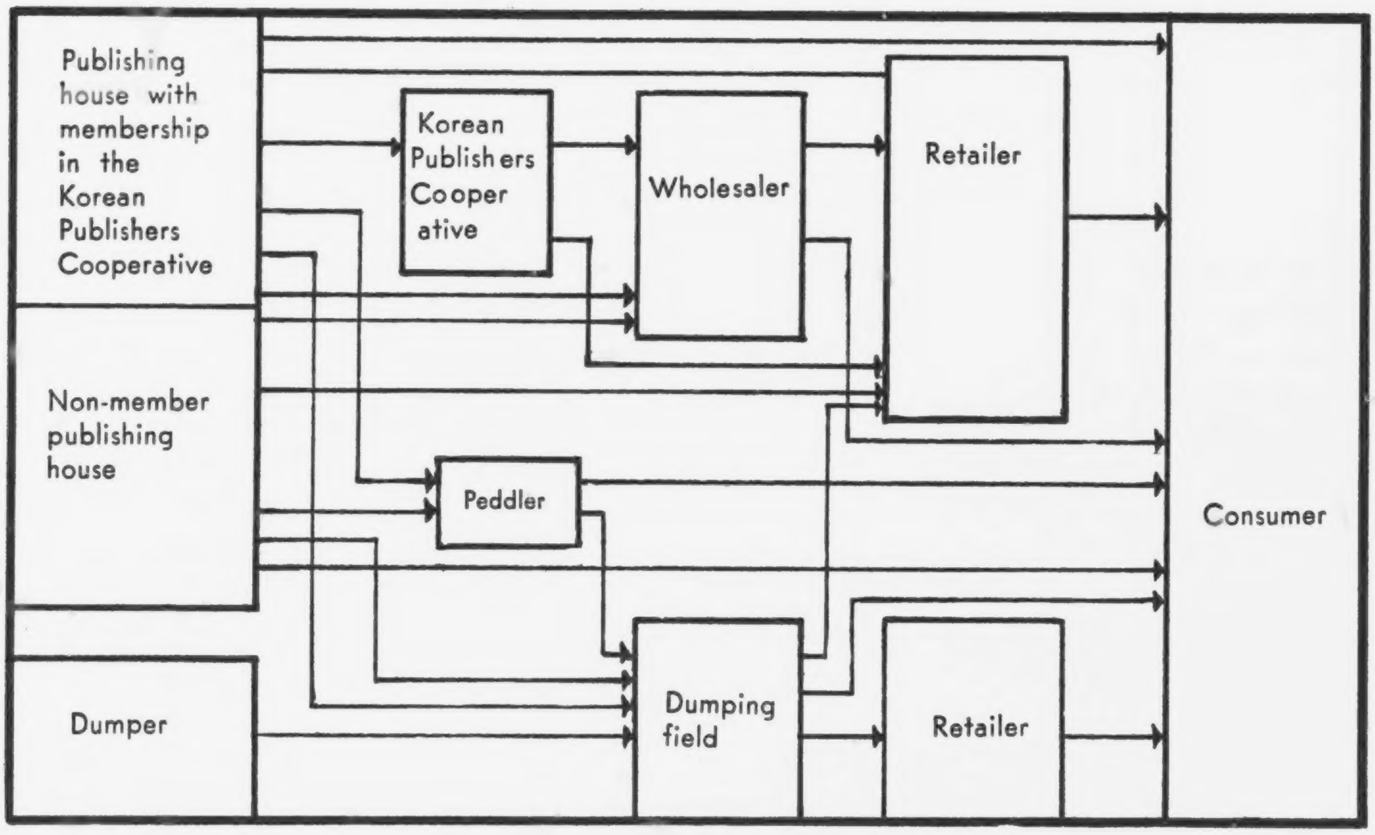
The ratios of books marketed by the Korean Publishers Cooperative to the overall turnout of books in recent years are as follows:

	Amount of books supplied (Ratio to price) (A)	Amount in price (B)	Amount in price of books published (C)	B/C
1965	W80,233,000 (0.82)	W97,845,000	W1,260,122,000	7.9%
1966	W90,837,000 (0.82)	W110,777,000	W1,407,038,000	7.9%
1967	W103,070,000 (0.81)	W127,247,000	W1,285,965,000	9.9%

The table above shows that despite a 2 per cent increase of the ratio of publications supplied by the Korean Publishers Cooperative to the overall turnout of books, the Cooperative's book supply accounted for less than 10 percent of total production in 1967.

(3) As a consequence, other books are marketed through the channels of non-member publishing houses while some member publishing houses directly transact with the wholesalers and retailers of books. Book marketing channels are further complicated by wholesale and direct retail operation on the part of large bookstores. This inevitably has given rise to severe competition for discount sales. The production and marketing operations of dumpers on top of the severe sales-competition has forced many publishing houses and bookstores to close shop.

MARKETING CHANNELS OF BOOKS


Publishing house with membership in the Korean Publishers Cooperative
Korean Publishers Cooperative
Wholesaler
Retailer
Non-member publishing house
Peddler
Consumer
Dumper
Dumping field
Retailer

3) *Prices of Books and Sales Promotion*

(1) The producer's price index of publications and printing materials has exceeded that of the manufacturing industry in recent years but lagged behind the indexes of wholesale commodity prices (See Chart 3).

Recent statistics compiled by the Korean Publishers Association showing the unit prices of books meeting the UNESCO standard and the wholesale (average) price of new or old book marketed by the Korean Publishers Cooperative are as follows:

	Average unit price of new book	Average wholesale price of new or old book	Index of Seoul consumer prices
1965	W140.72 (100%)	W194 (100%)	100
1966	196.64 (139.7%)	224 (114.6%)	112.1
1967	267.23 (189.9%)	270 (139.2%)	124.2

(2) The table above shows that the rising rate of the average unit price of newly published books and of the wholesale unit price of books marketed by the Korean Publishers Cooperative by far exceeded that of Seoul consumer prices.

The principal cause of the drastic rise of the price of books is to be found in a rapid rise of the price of paper. The price of paper in Korea rose to over 1.5 times international prices in recent years. Other reasons of the price rise are a recent tendency to bind books in an increasingly luxurious binding and tagging prices at deliberately raised levels on the part of publishers in order to cover loss incurred from discount sales.

The rapid rise in the price of books inevitably aroused resistance from the reading public which in turn made the marketing of books a far more difficult enterprise.

(3) Newspaper advertisement of books has gradually been on the decrease. This is a result of a steady rise of the cost of newspaper advertisement.

Korea's publishing industry should seek some media of advertisement other than newspapers.

Magazine advertisement, however, still offers accessibility to only a limited reading public and advertisement through radio and TV media is still unpractical because of the limited financial resources of the publishing industry.

As a consequence, many publishing houses have come to distribute advertisement leaflets or seek other advertisement media. There are some which employ salesmen who peddle books to homes and offices on an installment payment basis.

Badly needed are systematic efforts for the development and employment of modern marketing techniques.

IV. **Problems of Book Purchase in Korea**

1) *Trend of the Reading Public*

(1) The libraries of primary, middle and high schools together amount to 91.5 per cent of the total number in the country as of the end of 1967. Public libraries accounted for only 1.8 per cent with 57.

The number of persons utilizing library service has steadily decreased, with the exception of the students of primary, middle and high schools, in recent years. The number of persons utilizing the services of public libraries decreased by 8.1 per cent in 1967 from that of 1966. Persons utilizing the services of college libraries and of specialized libraries of institutes and organizations decreased by 12.8 per cent and 72.7 per cent, respectively, in the same period.

(2) It may be that the rapid spread of such mass communication media as radio and TV has affected book reading trends adversely. And the general trend of luxury-seeking with its motif for demonstration may have caused the decrease of book purchasing power. To determine the causes in a more definite manner, however, extensive survey and studies will be required.

The Micro-Library Association which has established over 9,000 libraries in rural communities in a campaign to propagate the book reading habit among farming and fishing villages is pointing out the shortage of books worth recommending for rural people.

2) *Trend of Book Purchasing Power*

(1) Per capita national income grew 2.7-fold during the First Five-Year Economic Development Plan Period.

During the same period commodity prices rose 1.9-fold; so actual increase of per capita national income was 1.4-fold.

According to the *Economic White Book*, 1967, published by the Economic Planning Board, the actual values of wage of mining and industrial workers decreased in the 1962-1966 period by 16.7 per cent and 9.6 per cent respectively.

This shows that the results of economic growth achieved during the period of rapid industrialization were not distributed equally.

(2) The table below shows a comparison of consumption standards between agricultural workers, who compose 55.7 per cent of the total working population, and that of urban workers.

	National farm household average		Destitute farm household average (Less than 0.5 chongbo of arable land)	
	Cities	Seoul	Cities	Seoul
(Workers)	(110.6)	(131.5)	(154.1)	(183.2)
Salary workers	150.3	175.3	209.5	244.3
Day laborers	83.8	94.1	116.8	131.3

(Note: 1 chongbo is equal to about 2.45 acres.)

Source: *Economic White Book*

The table above shows that the consumption standard of rural villages is far below that of urban areas. It follows that any increase of book purchasing power cannot be expected where rural communities are concerned.

(3) The marginal consumption propensity of the national economy marked its peak in 1962 with 100.7 per cent and has since decreased to 87.7 per cent in 1966. Engel's coefficient decreased slightly by 0.1 per cent to 56.6 per cent in the 1961-1966 period. It is far higher than that of other developing nations.

Needless to say, the decrease in the actual value of income of the masses and the relatively high Engel's coefficient are factors eating away book purchasing power.

In this connection, the author is in full agreement with the recent review of Professors' Evaluation Group for Economic Development which said "emphasis must be given to discontinuance of excessive development and in securing of fair and stabilized distribution of wealth." Only such economic change will enable increased expenditure on the purchase of books as well as propagation of the reading habit among the masses.

V. **Problems of Publishing Management in Korea**

1) *Business Scale of Publishing and Printing Industries*

(1) According to the aforementioned census report, the number of printing and/or publishing houses

employing five or more workers was 973 in 1966; an average number of 23 workers. The output of these firms amounted to W12,345,000 (See Table 7).

Large firms employing over 200 workers numbered only 21 or 2.1 per cent of the total number of the publishing and/or printing houses. Their combined production and shipment constituted 50.9 per cent of the overall output and shipment. The 952 publishing houses each employing less than 200 workers accounted for less than a half of the overall output and shipment. This shows that there is a wide gap in the management scales.

(2) Printing and publishing houses each employing five to 19 workers numbered 801 or 82.3 per cent of the total number of the publishing and printing houses. They accounted for 22.2 per cent of the overall output and shipment. The average number of workers employed by these firms was nine.

Thus, most firms engaged in publishing and printing are operated on a family level. And per capita production and shipment of these small houses were not more than a half of those of large houses. Moreover, the salary and wage levels of smaller houses were usually one third of their counterparts in large firms.

It is therefore deemed desirable that the management of these destitute firms be improved and modernized through amalgamations or organization of cooperatives.

2) *Financial Status of Publishing and Printing Industries*

(1) According to *Business Management Analysis*, published by the Bank of Korea, the ratio of current assets to total assets increased remarkably in medium publishing industry since 1965, and it reached to 85.8 per cent in 1966 (See Table 8).

The ratio of current assets was only 3.1 per cent and 82.7 per cent of the total assets was accounted for by inventories and others. And current liabilities constituted 92.9 per cent of the gross capital of the medium book publishing industry in 1966. Owned capital for only 5.9 per cent. This means that liabilities were 16 times as much as owned capital.

(2) The ratio of net profit to gross capital decreased drastically since 1965, and it reached 1.9 per cent in 1966 (See Chart 4).

The low profit ratio is attributable to the low gross capital turnover ratio of 0.34 as well as the decrease of net profit ratio to sales. The turnover ratio of the inventory in small and medium publishing houses was 0.93. Therefore the year's sales failed even to be on the par with value of the inventory (See Chart 5).

Thus the current and quick ratios decreased to 92.4 per cent and 3.36 per cent respectively (See Chart 6). The result was the decline of the payment capacity of the industry; the ratio of receivables declined to 4.2 per cent of the inventory.

In view of the dim prospect of the maintenance of the publishing industries by themselves, some fostering measures of the government are urgently needed for the industry.

(3) According to the *Business Cost Analysis* of the Bank of Korea, during the four-year period from 1963 to 1966, the cost of raw materials accounted for 55.9 per cent on the average of production cost of large publishing houses. This calls for readjustments of the supply and demand of paper, printing ink and other raw materials to lower the production cost. And in view of the fact that monetary interest paid by the firm accounted for 4.3 per cent of the total expense, means must be explored to make low-interest loans available to the industry. Lowering of railroad freight rates and postal charges will also help cut down general administrative and selling costs for the publishing industry.

Although the ratio of break-even point to sales has decreased gradually from 98 per cent in 1963, it still maintains the average rate of 85.2 per cent. By comparison with other industries, the break-even point of the industry is relatively high.

VI. **Countermeasures**

1) *Establishment of Book Development Council*

The publishing industry of Korea has been on a remarkably steady decline in recent years. If the country is to participate in the book development program currently being undertaken by UNESCO and accelerate modernization of the fatherland in the cultural field, her publishing industry will have to be fostered to achieve the growth rate achieved by the manufacturing industry as a whole. It will be necessary to organize an institute with functions to conduct a survey on the problems of the publishing industry and analyze the results of the survey for the formulation of effective countermeasures to solve the problems.

Such possibility was discussed at the UNESCO conference of book development in Asian area held in Tokyo in 1966 and suggested on a number of occasions by the Korean Publishers Association to the government.

2) *Consolidation of Publishing Firms*

There are a great number of fly-by-night publishing firms registered with the government as well as illegal dealers of books specializing in the operation of dumping fields.

For the publishing industry's part, it will be necessary to streamline the industry itself through voluntary amalgamation of small firms, consolidate its trade functional organization and establish morals and discipline among themselves. For the government's part, it will be necessary to unify administrative functions related to the publishing industry under a single structure, promote amalgamation of small firms through tax, financial and other measures, and improve regulations governing the publishing and marketing of books, while fostering an atmosphere in which the publishing industry may help the nation's efforts for manpower development and enhancement of the cultural standard.

3) *Readjustment of Supplies and Demand of Raw Materials*

The supply and demand of raw materials of the publishing industry are characterized by low quality and high prices, which cause the high price and low quality of published matters.

It therefore is desirable that the government restudy its trade and tariff policies where the raw materials of the publishing industry are concerned and ensure smooth supply and demand of them, controlling price and quality.

4) *Promotion of Book Supply*

Book sales agencies in Korea are suffering from confusion. Due to severe competition seen in sales of books on an consignment basis at discounts, collection is delayed. Publishers have to bear expensive sales expenditures such as railway freight fees and post charges since preferences in such areas as given in advanced countries are yet to be realized.

Accordingly, it is required of the government to enforce steps to lower transportation expenses of books, and take measures to help establish order in the book sales market.

Meanwhile, publishers and book sales agents are called upon to enhance the general standard of commercial morality, promote the sales of books at certain set prices and put an end to excessive competition among themselves, with a view to systematize the book supplying agencies. To that end, it is recommended that publishers and book sales agents form an organization of mutual cooperation to jointly solve difficulties they confront.

5) *Increase of Income and Enhancement of Reading Habit*

Consumption of books in Korea is extremely low compared with its increasing population, increased number of students attending schools at various levels and economic development. This constitutes one of the basic causes of all the problems the publication circles of the nation face today.

The decline in actual wages the workers earn in the process of excessive industrialization at the expense of the farmers and laborers reduces purchasing power on the part of the working masses and consequently the demand for books. The number of citizens habitually reading books is also declining because of poor facilities at public libraries and a weakening tendency for sound reading.

It is to be hoped, therefore, that the government would attempt to encourage reading by the citizens by means of increasing actual incomes of the working masses by shifting the stress in its economic policy on economic stability and sound distribution of wealth, build more public libraries and support the village libraries.

The publishing circles meanwhile are called upon to positively endeavor to popularize reading as well as the consumption of books by so planning publications as to meet the desire and need of the readers and launching a modern campaign for increasing the demand for books.

6) *Rationalization of Publication Management and Government's Financial Support*

Most publishers in Korea, being short of owned capital, rely too heavily on liabilities. Consequently, they suffer from poor solvency and instability. In addition, their profitability and productivity are low due to irrational management in terms of production and sales.

It follows then that they should increase their own capital and rationalize their management. However, it must be emphasized here that the difficulties they face now cannot be overcome without positive supports by the government.

The publishing industry is particularly handicapped by prolongation of the turnover period. And as discounting of drafts issued by bookstores is difficult because of lacking available funds, Korean publishers cannot but depend on personal loans imposing high rates of interest. This increases financial expenses of the publishing industry.

It is in an attempt to overcome such financial difficulty that some publishing houses resort to door-by-door sales or dumping of books, thereby confounding the chaotic book marketing channels.

In order to put an end to such confusion, the Korean Publishers Association has proposed to the government the establishment of a book bank. The bank, the Association envisions, will supply funds for the discounting of drafts issued by bookstores and shorten the capital turnover period.

The government is well advised to give priority to loans and investment in the proposed book bank while, at the same time, studying measures of financial assistance to the industry.

Table-1

Trend of Growth of Publishing, Printing and Other Similar Industries

Item / Kind / Year	Number of Enterprises			Number of Employees			Production		
	(A) Printing & Publishing	(B) Manufac- turing	(A/B) % Ratio	(C) Printing & Publishing	(D) Manufac- turing	(C/D) Ratio	(E) Printing & Publishing	(F) Manufac turing	(E/F) Ratio
1955	319	8,628		9,698	221,200		1,120,600	25,307,500	
	(57.8)	(56.7)	3.7	(78.6)	(80.4)	4.4	(52.4)	(42.4)	4.4
1958	535	12,971		13,202	260,427		—	—	
	(96.9)	(85.3)	4.1	(107.0)	(94.6)	5.1	—	—	—
1960	552	15,204		12,342	275,254		2,137,378	59,734,866	
	(100.0)	(100.0)	3.6	(100.0)	(100.0)	4.5	(100.0)	(100.0)	3.6
1963	813	18,310		16,252	401,981		5,371,174	166857,471	
	(147.3)	(120.4)	4.4	(131.7)	(146.0)	4.0	(251.3	(279.3)	3.2
1966	973	22,718		22,584	566,665		12,012,122	417370,292	
	(176.3)	(149.4)	4.3	(183.0)	(205.9)	4.0	(562.0)	(698.7)	2.9

Table-2

Status of Publishing of Books and Periodicals (1966)

Code No.	Item	Unit		Delivery		Inventory at End of Year	
				(A) Quantity	(B) Amount	(C) Quantity	(D) Amount
282,001	Periodical			5,005,173	327,920	51,591	9,593
		%	%	(7.1)	(14.3)	(1.1)	(2.8)
282,002	Text			58,573,126	991,261	3,518,984	60,601
		%	%	(82.7)	(37.5)	(77.4)	(17.8)
282,003	Book			7,282,833	1,272,523	977,106	271,239
		%	%	(10.3)	(48.2)	(21.5)	(79.4)
				70,861,132	**2,641,704**	**4,547,681**	**341,433**
		%	%	(100%)	(100%)	(100%)	(100%)

Delivery			Salaries & Wages			Tangible Fixed Assets		
(G) Printing & Publishing	(H) Manufacturing	(G/H) Ratio	(I) Printing & Publishing	(J) Manufacturing	(I/J) Ratio	(K) Printing & Publishing	(L) Manufacturing	(K/L) Ratio
—	—		—	—		—	—	—
—	—		—	—		—	—	—
1,730,455	45,513,856		427,654	5,765,375		—	—	—
(81.8)	(76.7)	3.8	(89.7)	(85.2)	7.4	—	—	—
2,1[illegible],472	59,305,485	—	476,980	6,764,611		1,946,717	29,849,188	—
(100·0)	(100.0)	3.6	(100.0)	(100.0)	7.1	(100.0)	(100.0)	6.5
5,333,618	163,199,452	—	919,894	16,147,839		—	—	
(252.0)	(275.2)	3.3	(192.9)	(238.7)	5.7	—	—	
11,927,956	408,036,347	—	2,088,198	37,821,414		7,512,584	178,548,306	
(563.6)	(688.0)	2.4	(437.8)	(559.1)	5.5	(385.9)	(598.2)	4.2

(Source: *Mining and Manufacturing Industrial Census Report*, 1966 Republic of Korea, Economic Planning Board and Korean Reconstruction Bank)

Production		(E/F) Ratio of Delivery to Production B/F	(D/F) Ratio of Inventory to Production D/F	(A/E) Ratio of Delivery to Production A/E	(C/E) Ratio of Inventory to Production C/E	(B/A) Unit Delivery Price B/A	(F/E) Production Unit Cost (F/E)
(E) Quantity	(F) Amount						
5,018,009	380,375	99.4	2.5	99.7	1.0	0.076	0.076
(7 1)	(14.2)						
58,425,680	977,305	101.4	6.2	100.3	6.0	0.017	0.017
(82.4)	(36.4)						
7,441,970	1,330,091	95.7	20.4	97.9	13.1	0,175	0,179
(10.5)	(49.5)						
70,885,659	**2,687,771**	**98.3**	**12.7**	**100.0**	**6.4**	**0.037**	**0,038**
(100%)	**(100%)**						

(Source: *Mining and Manufacturing Industrial Census Report*, 1966, Republic of Korea Economic Planning Board and Korean Reconstruction Bank)

Table-3

Number of Copies by Category (by UNESCO Standard)

Edition	Year		General	Philosophy	Religion	Social Science	Pure Science	Technology	Arts	Language
1st Edition	1966		120, 150	62, 200	745, 550	446, 790	147, 800	173, 200	155, 100	160, 100
		%	(2.0)	(1.1)	(12.6)	(7.6)	(2.5)	(2.9)	(2.6)	(2.7)
	67		97, 480	44, 500	445, 350	350, 900	18, 650	144, 900	101, 230	102, 300
		%	(2.5)	(1.1)	(11.4)	(9.0)	(0.5)	(3.7)	(2.6)	(2.6)
2nd Edition	1966		10, 100	25, 500	114, 500	106, 660	32, 300	68, 900	43, 000	115, 500
		%	(1.0)	(2.6)	(11.7)	(10.9)	(3.3)	(7.0)	(4.4)	(11.8)
	67		6. 500	11, 900	59, 200	54, 700	2, 900	94, 100	24, 000	134, 700
		%	(0.9)	(1.7)	(8.48)	(7.7)	(0.4)	(13.3)	(3.4)	(19.1)
Total	1966	—	130, 250	87, 700	860, 050	553, 450	180, 100	242, 120	198, 100	275, 600
		%	(1.9)	(1.3)	(12.5)	(8.0)	(2.6)	(3.5)	(2.9)	(4.0)
	67	—	103, 980	56, 400	504, 550	405, 600	21, 550	239, 000	125, 230	237, 000
		%	(2.3)	(1.2)	(11.0)	(8.8)	(0.5)	(5.2)	(2.7)	(5.2)

Edition	Year		Literature	History	Children's Books	School Reference Books	Total	Ratio (1966 Basis)	Titles	Average Printed Copies per Title
1st Edition	1966		137, 850	116, 450	297, 400	3, 345, 300	5, 907, 910	100	2, 132	2, 771
		%	(2.3)	(2.0)	(5.0)	(56.6)	(100)			
	67		668, 050	108, 000	196, 800	1, 612, 400	3, 890, 560	65.9	1, 676	2, 321
		%	(17.2)	(2.8)	(5.1)	(41.4)	(100)			
2nd Edition	1966		90, 400	15, 000	106, 500	254, 300	982, 660	100	378	2, 600
		%	(9.2)	(1.5)	(10.8)	(25.9)	(100)			
	67		94, 300	3, 000	34, 300	186, 800	706, 100	71.9	369	1, 914
		%	(13.4)	(0.4)	(4.8)	(26.5)	(100)			
Total	1966		228, 250	131, 460	403, 900	3, 599, 600	6, 890, 570	100	2, 510	2, 745
		%	(3.3)	(1.9)	(5.9)	(52.2)	(100)			
	67		762, 350	111, 000	230, 800	1, 799, 200	4, 596, 660	66.7	2, 045	2, 248
		%	(16.6)	(2.4)	(5.0)	(39.1)	(100)			

(Source: Korean Publishers Association)

' Table-4

Internationl Comparison of Titles

Title / Country	1952	1962	1964 (Total)	1964 1st Edition
Developed countries				
U.S.A.	11,840	21,901	28,451	20,542
Canada	684	3,600	3,000	1,990
Sweden	3,286	5,472	6,602	4,815
Australia	627	1,793	2,379	2,133
W. Germany	13,913	21,481	25,204	18,741
England	18,741	25,079	26,123	
France	11,954	13,282	13,479	
Netherlands	6,728	9,674	10,026	5,680
Iapan	17,306	22,010	※(22,754) 24,049	※(14,238) 13,447
Spain	3,445	12,243	15,540	14,160
Developing countries				
Panama	22	—	—	—
Greece	1,016	1,277	1,320	1,267
Guatemala	70 ('53)	500	90 ('63)	
Honduras	70 ('56)	189	189 ('62)	161
Brazil	3,208	3,911 ('61)	5,133 ('63)	
Korea	1,393	3,720	2,459	1,936
Ceylon	268	1,969	1 '488	1,063
Philippines	195 ('53)	595 ('63)	621	•
China	427	2,625	3,095	
Uganda		70 ('63)	65	61
Vietnam	936	1,515	532	495
India	18,252	11,086	13,128	12,417
Malaysia	—		492	321
Indonesia	778	869 ('61)	791 ('63)	449
Thailand	3,953	1,397 ('61)	4,083	

(*Figures with asterisks were derived from *Publication Yearbook of Japan*)

(Source: *UNESCO Yearbook*, 1965)

Table-5

Number of Titles by Category (UNESCO Standard)

Edition	Category Year	General	Philosophy	Religion	Social Science	Pure Science	Technology	Arts	Language	Literature	History	Children's Books	School Reference Books	Total	(Ratio) (1965 Basis)
1st Edition	1965	42 (1.8)	61 (2.9)	172 (7.2)	301 (12.6)	15 (0.6)	165 (6.9)	85 (3.2)	93 (3.9)	573 (24.0)	52 (2.2)	184 (7.7)	647 (27.1)	2,390 (100.0)	100%
	1966	30 (1.4)	65 (3.0)	222 (10.4)	270 (12.7)	22 (1.0)	141 (6.6)	92 (4.3)	97 (4.5)	457 (21.4)	57 (2.7)	210 (9.8)	469 (22.0)	2,132 (100.0)	89.2
	1967	36 (2.1)	43 (2.6)	195 (11.6)	223 (13.3)	17 (1.0)	142 (8.5)	46 (2.7)	61 (3.6)	435 (26.0)	56 (3.3)	108 (6.4)	314 (18.7)	1,676 (100.0)	70.1
2nd Edition	1965	26 (4.9)	8 (1.5)	35 (6.6)	54 (10.1)	7 (1.3)	62 (11.6)	12 (2.3)	38 (7.1)	87 (16.3)	9 (1.7)	82 (15.4)	113 (21.2)	533 (100.0)	100%
	1966	3 (0.8)	12 (3.2)	27 (7.1)	49 (13.0)	3 (0.8)	52 (13.8)	24 (6.3)	22 (5.8)	59 (15.6)	15 (4.0)	23 (6.1)	89 (23.5)	378 (100.0)	61.5
	1967	7 (1.9)	5 (1.4)	27 (7.3)	40 (10.8)	6 (1.6)	44 (11.9)	14 (3.8)	46 (12.5)	81 (22.0)	6 (1.6)	28 (7.6)	65 (17.6)	369 (100.0)	69.2
Total	**1965**	**68** **(2.3)**	**69** **(2.4)**	**207** **(7.1)**	**355** **(12.1)**	**22** **(0.8)**	**227** **(7.8)**	**97** **(3.3)**	**131** **(4.5)**	**660** **(22.6)**	**61** **(2.1)**	**266** **(9.1)**	**760** **(26.0)**	**2,923** **(100.0)**	**100%**
	1966	**33** **(1.3)**	**77** **(3.1)**	**249** **(9.9)**	**319** **(12.7)**	**25** **(1.0)**	**193** **(7.7)**	**116** **(4.6)**	**119** **(4.7)**	**516** **(20.6)**	**72** **(2.9)**	**233** **(9.3)**	**558** **(22.2)**	**2,510** **(100.0)**	**85.9**
	1967	**43** **(2.1)**	**48** **(2.3)**	**222** **(10.9)**	**263** **(12.9)**	**23** **(1.1)**	**186** **(9.1)**	**60** **(2.9)**	**107** **(5.2)**	**516** **(25.2)**	**62** **(3.0)**	**136** **(6.6)**	**379** **(18.5)**	**2,045** **(100.0)**	**70.0**

(Source: Korean Publishers Association)

2

Table-6

International Comparison of Literary Books

Year / Country	1952		1962		1964		
					(A) Literary Books	(B) Total	(A/B)
Developed countries:		%		%			%
U.S.A.	4,423	37	7,259	33	7,325	28,451	26
Canada	200	29	654	18	731	3,000	24
Sweden	1,179	36	1,772	32	1,905	6,602	29
Australia	159	25	211	12	275	2,379	12
W. Germany	3,535	25	4,957	23	5,864	25,204	23
England	6,533	35	8,077	32	7,348	26,123	28
France	4,063	36	4,440	33	4,057	13,471	30
Netherlands	1,557	23	2,721	28	2,761	10,026	28
Japan	(※4,017) 5,650	(※23) 33	5,063	[illegible]3	6,876	24,049	29
Spain	1,547	45	4,360	36	4,326	15,540	28
Developing countries							
Panama	2	9	—	—	—	—	—
Greece	468	31	443	35	442	1,320	33
Guatemala	25('53)	36	37	7	26	90	29
Honduras	4('53)	6	7	4	—	—	—
Brazil	870	27	716	18	886	[illegible]	17
Ceylon	38	14	552	28	468	1,488	31
Philippines	43('53)	22	103('63)	17	27	621	4
China	—	—	1,438	55	1,082	3,095	35
Uganda	—	—	2('63)	—	—	—	—
Vietnam	213	23	171	11	50	532	9
India	2,467	14	3,534	32	2,775	13,128	21
Indonesia	100	13	97('61)	11	99	791	13
Malaysia	—	—	9	3	80	492	16
Thailand	571	14	405('61)	29	1,266	4,083	31
Korea	537	39	540	15	848	2,459	34

Source: *UNESCO Yearbook*, 1965

Table-7

Business Scale of Publishing and Printing Firms

Scale \ Item	(A) Number of Enterprise	(B) Number of Employees	(C) Production	(D) Delivery	(E) Salaries & Wages	(F) Tangible Fixed Assets Total	(D/C) Ratio of Delivery to Production (D/C)	(B/A) Number of Employees per Enterprise (B/A)
Total	973 (100%)	22,584 (100%)	12,012,122 (100%)	11,927,956 (100%)	2,088,198 (100%)	7,512,584 (100%)	99.3	23
5~19 5–19 Persons	801 (82.3)	6,851 (30.4)	2,672,371 (22.2)	2,652,156 (22.2)	368,533 (17.7)	2,209,543 (29.4)	99.2	9
20~49	103 (10.6)	3,086 (13.7)	1,490,067 (12.4)	1,482,951 (12.4)	218,086 (10.4)	1,104,041 (14.7)	99.5	30
50~99	31 (3.2)	2,206 (9.7)	802,320 (6.7)	803,228 (6.8)	148,144 (7.1)	409,489 (5.5)	100.1	71
100~199	17 (1.7)	2,211 (9.8)	935,651 (7.8)	922,014 (7.7)	195,768 (9.4)	1,109,488 (14.8)	98.5	130
200~499	16 (1.6)	5,172 (22.9)	2,963,577 (24.7)	2,959,315 (24.8)	654,484 (31.3)	1,386,813 (18.5)	99.9	323
More than 500	5 (0.5)	3,058 (13.5)	3,148,136 (26.2)	3,108,292 (26.1)	503,183 (24.1)	1,293,210 (17.2)	98.7	712

Scale \ Item	(C/A) Production per Enterprise (C/A)	(D/A) Deliver per Enterprise (D/A)	(E/A) Salaries & Wages per Enterprise (E/A)	(F/A) Fixed Assets per Enterprise (F/A)	(C/B) Production per Employee (C/B)	(D/B) Delivery per Employee (D/B)	(E/B) Salary Wage per Employee (E/B)	(F/B) Fixed Assets per Employee (F/B)
Total	12,345	12,259	2,146	7,721	531.9	528.2	92.5	332.7
5-19 Persons	3,336	3,312	460	2,758	390.1	387.1	53.8	322.5
20~49	14,467	14,398	2,117	10,719	482.9	480.5	70.7	357.7
50~99	25,881	25,911	4,779	13,209	363.7	364.1	67.2	185.6
100~199	55,038	54,236	11,516	65,264	423.2	417.0	88.5	501.8
200~499	185,224	184,957	40,905	86,676	573.0	572.2	126.5	268.1
500	629,627	621,658	100,637	258,642	1,029.5	1,016.5	164.6	422.9

(**Source:** ***Mining and Manufacturing Industrial Census Report***)

Table-8

Structure of Capital and Assets of Publishing and Printing Industries

	Business Type	Ratio of Current Assets				Composition Ratio of Capital			
		Current Assets				Liabilities		Owned Capital	
		Current Assets	Inventory Assets	Others	Total	Current Liabilities	Fixed Liabilities	Capital	Total
	Printing & Publishing								
'62	Small & Medium enterprises	22.45	14.16	0.92	37.53	26.99	16.96	24.50	56.04
	Large enterprises	9.78	42.45	5.24	57.47	52.15	10.24	16.85	37.61
	Over all	10.75	40.26	4.91	55.92	50.21	10.76	17.44	39.03
	Manufacturing	12.10	22.62	19.91	54.63	42.69	17.85	23.40	39.46
	Printing & Publishing								
'63	Small & Medium enterprises	25.53	11.93	1.23	38.69	22.98	5.34	54.74	71.68
	Large enterprises	15.90	37.16	7.48	60.54	53.90	8.21	20.67	37.89
	Over all	16.47	35.64	7.12	59.23	52.04	8.04	22.72	39.92
	Manufacturing	11.95	22.57	15.04	49.56	33.20	14.78	33.19	52.02
	Printing & Publishing								
64	Small & Medium enterprises	38.91	13.14	2.72	54.77	43.70	11.76	21.25	44.54
	Large enterprises	10.12	21.63	5.48	37.23	13.76	14.22	46.69	72.02
	Over all	11.19	21.30	5.39	37.88	14.88	14.12	45.76	71.00
	Manufccturing	11.22	22.24	15.32	48.78	29.71	20.40	32.87	49.89
	Printing & Publishing								
'65	Small & Medium enterprises	37.06	32.72	0.34	70.12	47.68	18.72	18.98	33.60
	Large enterprises	10.08	31.77	9.86	51.71	32.12	11.73	37.71	56.15
	Over all	10.54	31.78	9.70	52.02	32.38	11.85	37.39	55.77
	Manufaturing	13.63	25.93	12.41	51.97	28.89	19.49	30.28	51.62
	Printing & Publishing								
'66	Small & Medium enterprises	3.12	37.03	45.66	85.81	92.85	1.30	3.60	5.85
	Large enterprises	12.26	21.60	14.42	48.28	32.46	13.50	22.74	54.03
	Over all	11.21	23.37	17.99	52.57	39.36	12.11	20.56	48.53
	Manufaturing	11.74	22.74	17.55	52.03	37.37	16.70	26.28	45.93

'66

(Source: ***Business Analysis***, **Bank of Korea)**

Table-9

Manufacturing Cost in Publishing and Printing

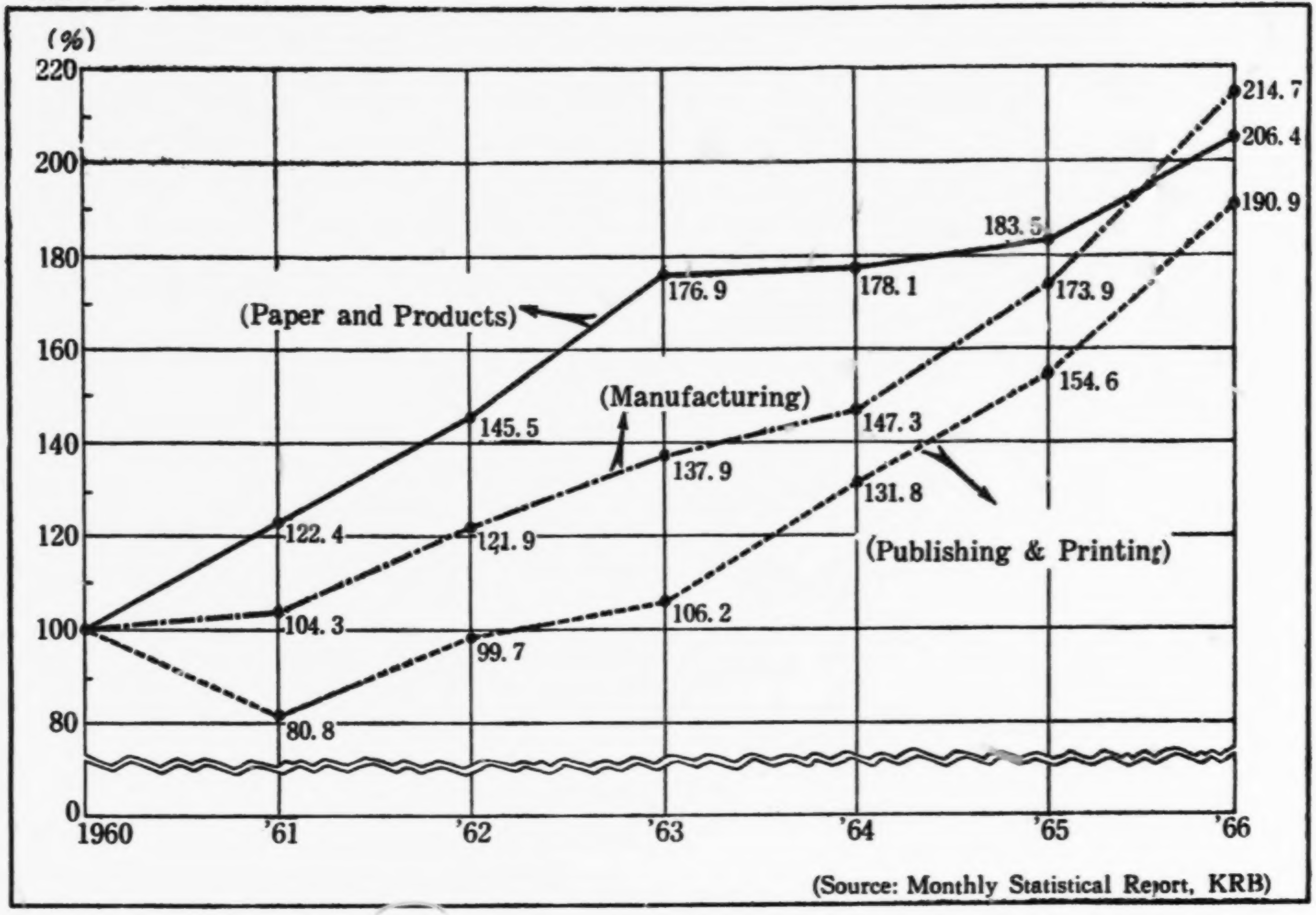
Year / Category / Item	'63			'64		
	Amount	Ratio		Amount	Ratio	
Raw materials						
Direct raw materials	385,456	50.1	40.1	255,440	43.3	33.7
Indirect	18,143	2.4	1.9	19,900	3.4	2.6
Sub-total	403,599	52.5	42.0	275,340	46.7	36.3
Labor expenses						
Direct labor expenses	166,507	21.6	17.3	198,563	33.6	26.2
Indirect	39,393	5.1	4.1	4,138	0.7	0.5
Sub-total	205,900	26.7	21.4	202,701	34.3	26.7
Maufacturing expenses						
Welfare expens	2,128	0.3		11,515	2.0	
Depreciation	12,924	1.7		19,761	3.3	
Rent	240	—		3,080	0.5	
Insurance dues	1,131	0.1		403	0.1	
Repair expenses	8,347	1.1		3,964	0.6	
Electric power	8,632	1.2		16,151	2.7	
Fuel	4,339	0.6		5,041	0.9	
Water	777	0.1		413	0.1	
Travel and transportation expenses	4,901	0.6		3,370	0.6	
Experiments research expenses	5,390	0.7	0.6	641	0.1	0.0
Wages paid tosub-contractors	59,894	7.8	6.2	20,805	3.6	2.7
Other expenses	51,137	6.6	5.3	27,198	4.6	3.6
Sub-total	159,840	20.8	16.6	112,342	19.1	14.8
Manufacturing cost	769,339	100%	80.0	590,383	100%	77.8
General administrative and marketing expenses	178,027		18.5	153,844		20.0
Interest paid	13,861		1.4	14,529		1.9
Total cost	961,227		100%	758,756		100%
Break-even point		98.0※(98.5)			73.8(82.1)	

'65			'66			Average		
Amount	Ratio		Amount	Ratio		Amount	Ratio	
602,086	50.4	42.7	1,544,615	58.5	46.7	696,899	53.7	43.3
11,641	1.0	0.8	68,095	2.6	2.1	29,445	2.8	1.8
613,727	51.4	43.5	1,612,710	61.1	48.8	726.344	55.9	45.1
315,596	26.5	22.4	331,005	12.5	10.0	252,918	19.5	15.7
22,702	1.9	1.2	155,910	5.9	4.7	55,536	4.3	3.5
338,298	28.4	24.0	486,915	18.4	14.7	308.454	23.8	19.2
22,675	1.9		98,844	3.8		33,791	2.6	
34,991	2.9		98,715	3,7		41,598	3.2	
2,740	0.2		1,160	0.0		1,805	0.1	
3,748	0.3		5,508	0.2		2,698	0.2	
10,552	0.9		22,015	0.8		11,219	0,9	
32,235	2.7		69,596	2.6		31,653	2.4	
2,676	0.2		7 787	0.3		4,961	0.4	
675	0.1		1,146	0.0		753	0.1	
6,037	0.5		3,144	0.9		9,363	0.7	
889	0.1	0.1	14,509	0.6	0.4	5,357	0.4	0.3
60,126	5.0	4.3	59,684	2.3	1.8	50,127	3.9	3.1
64,471	5.4	4.6	138,359	5.3	4.2	70,291	5.4	4.4
241,815	20.2	17.2	504,467	20.5	16.3	263,616	20.3	16.4
1,193,840	100%	84.7	2,640,092	100%	79.8	1,298,414	100%	80.7
202,738		14.4	430,915		13.0	241,381		15.0
12,855		0.9	236,286		7.1	69,383		4.3
1,409,433		100%	3,307,293		100%	1,609,178		100%
		87.8(92.1)			81.3(84.2)			85.2(89.2)

Note : Figures in parentheses represents part of direct labor expenses counted fixed cost.
(Source: *Cost Analysis*, 1966, Bank of Korea)

Chart 1

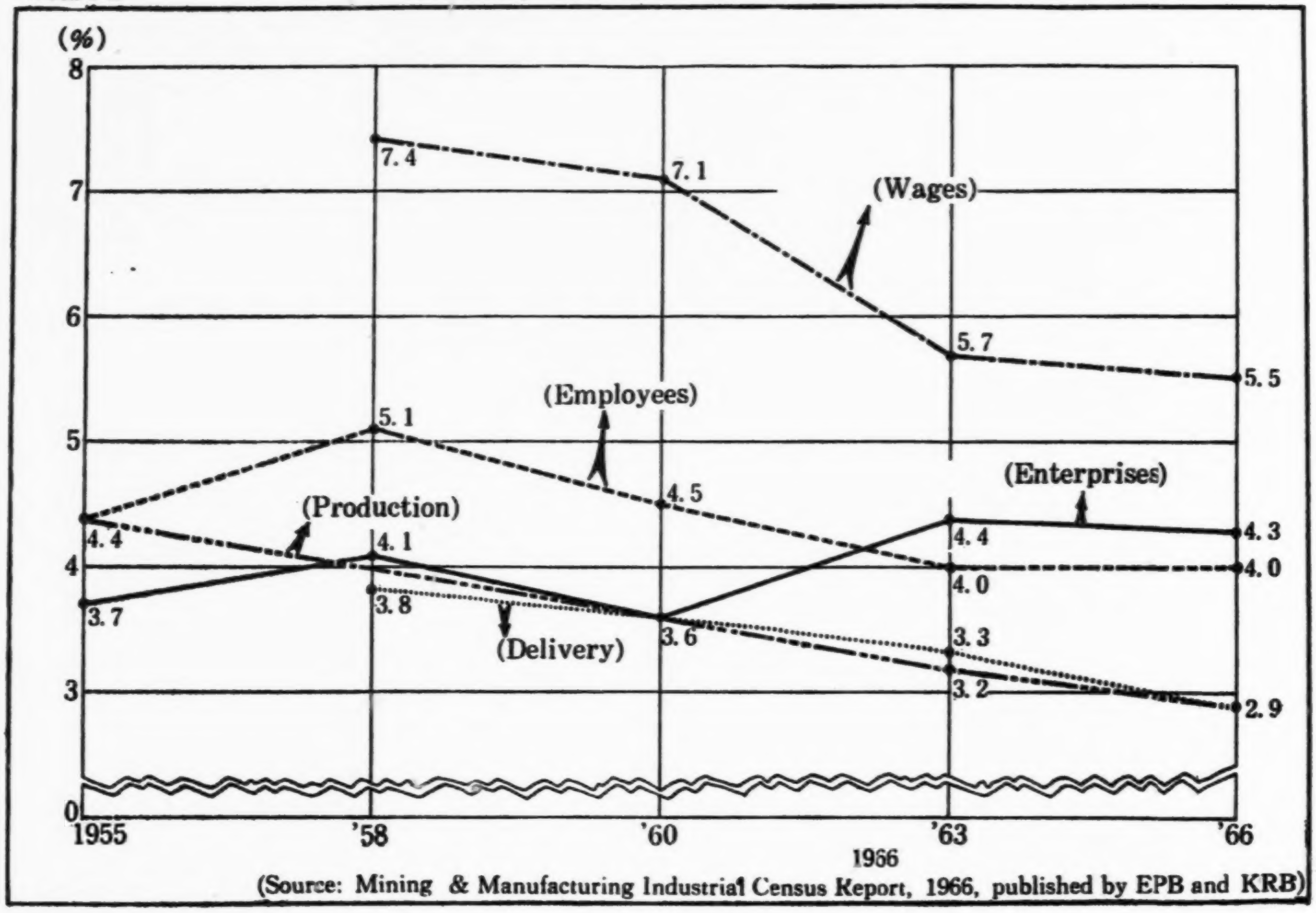
(Production Index)



(Source: Monthly Statistical Report, KRB)

Chart 2

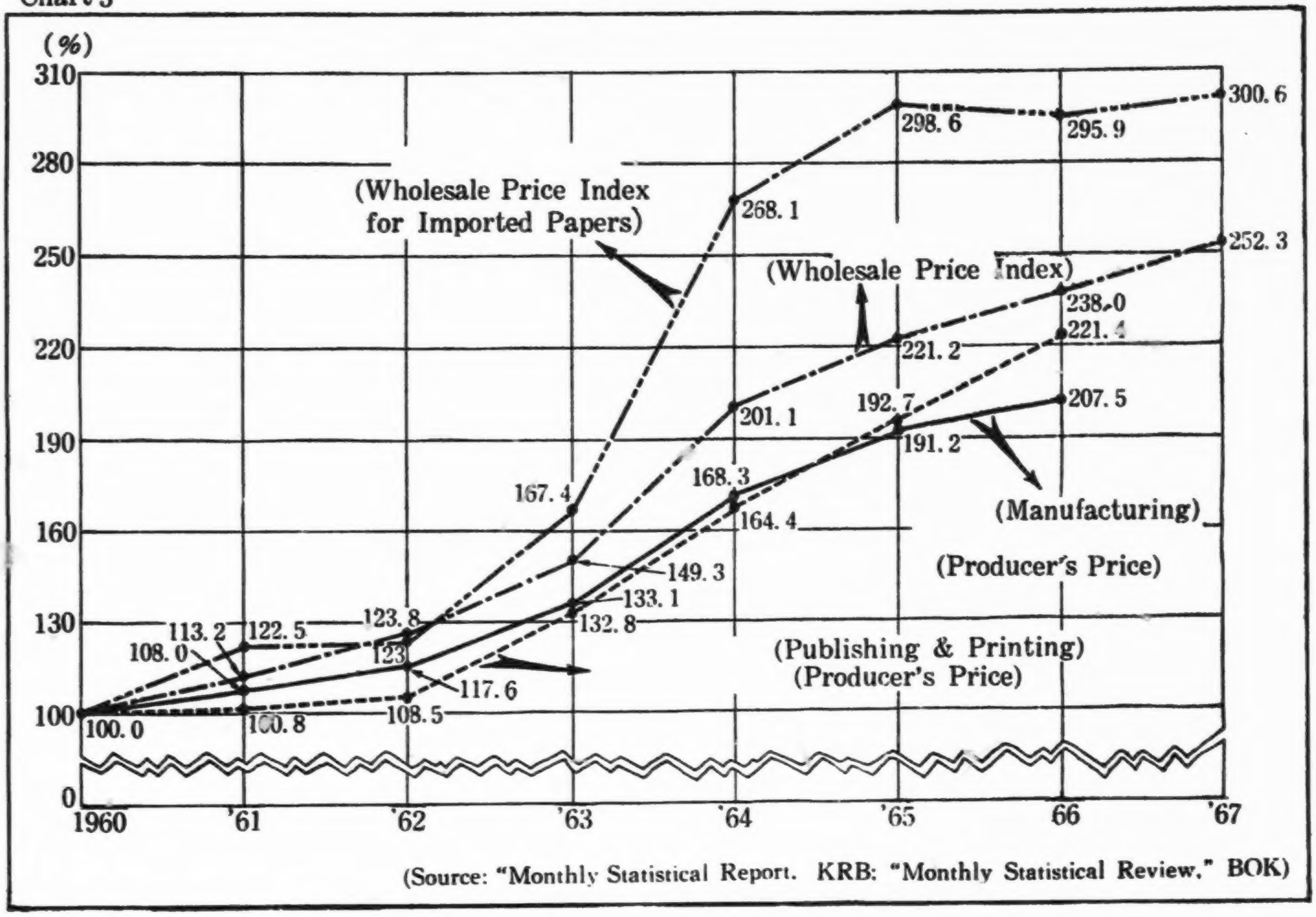
(Trend of Publishing & Printing Industry Ratio to Manufacturing)



(Source: Mining & Manufacturing Industrial Census Report, 1966, published by EPB and KRB)

(Price Trend)

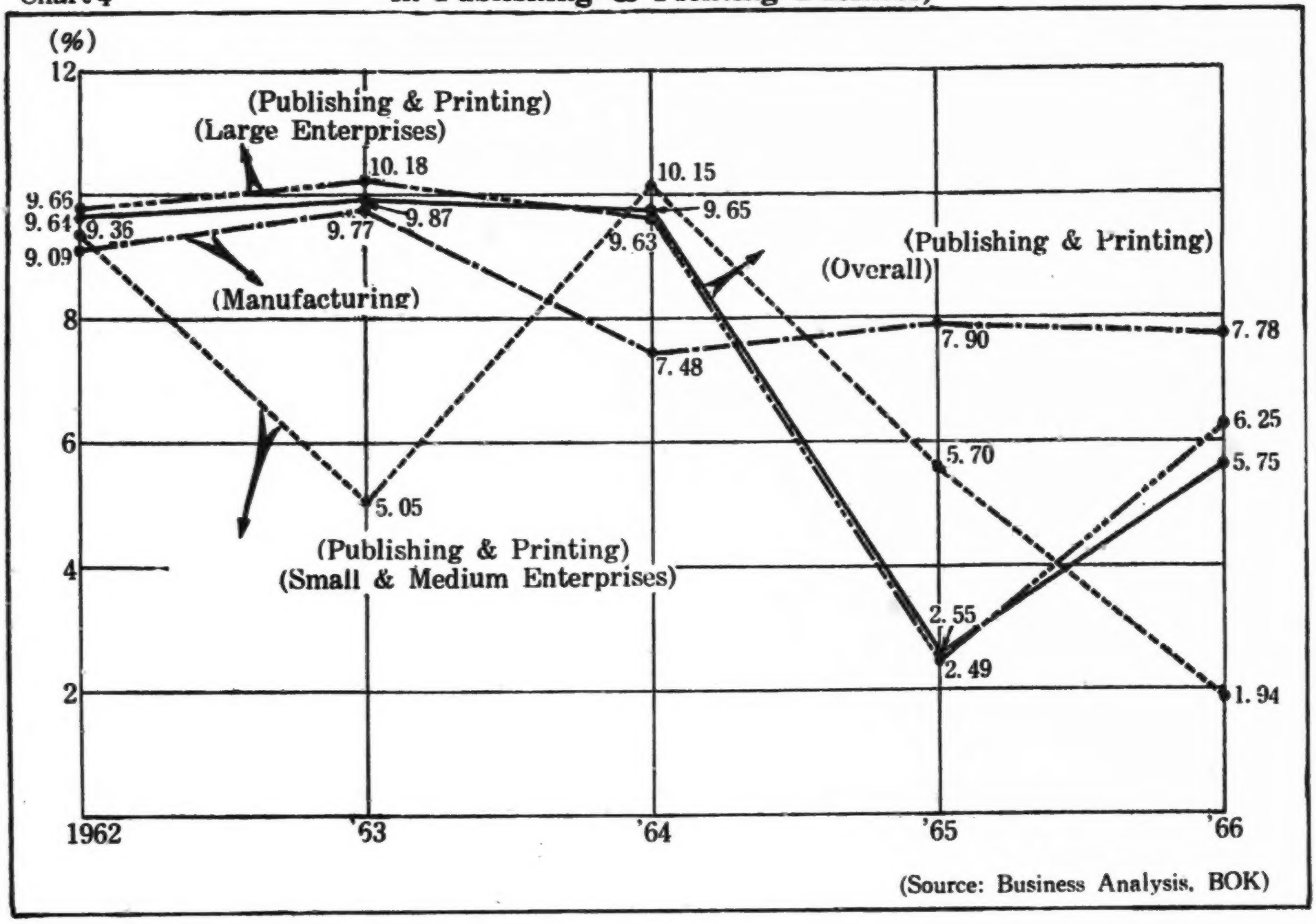
Chart 3



(Source: "Monthly Statistical Report. KRB: "Monthly Statistical Review." BOK)

(Trend of Net Profit to Gross Capital in Publishing & Printing Business)

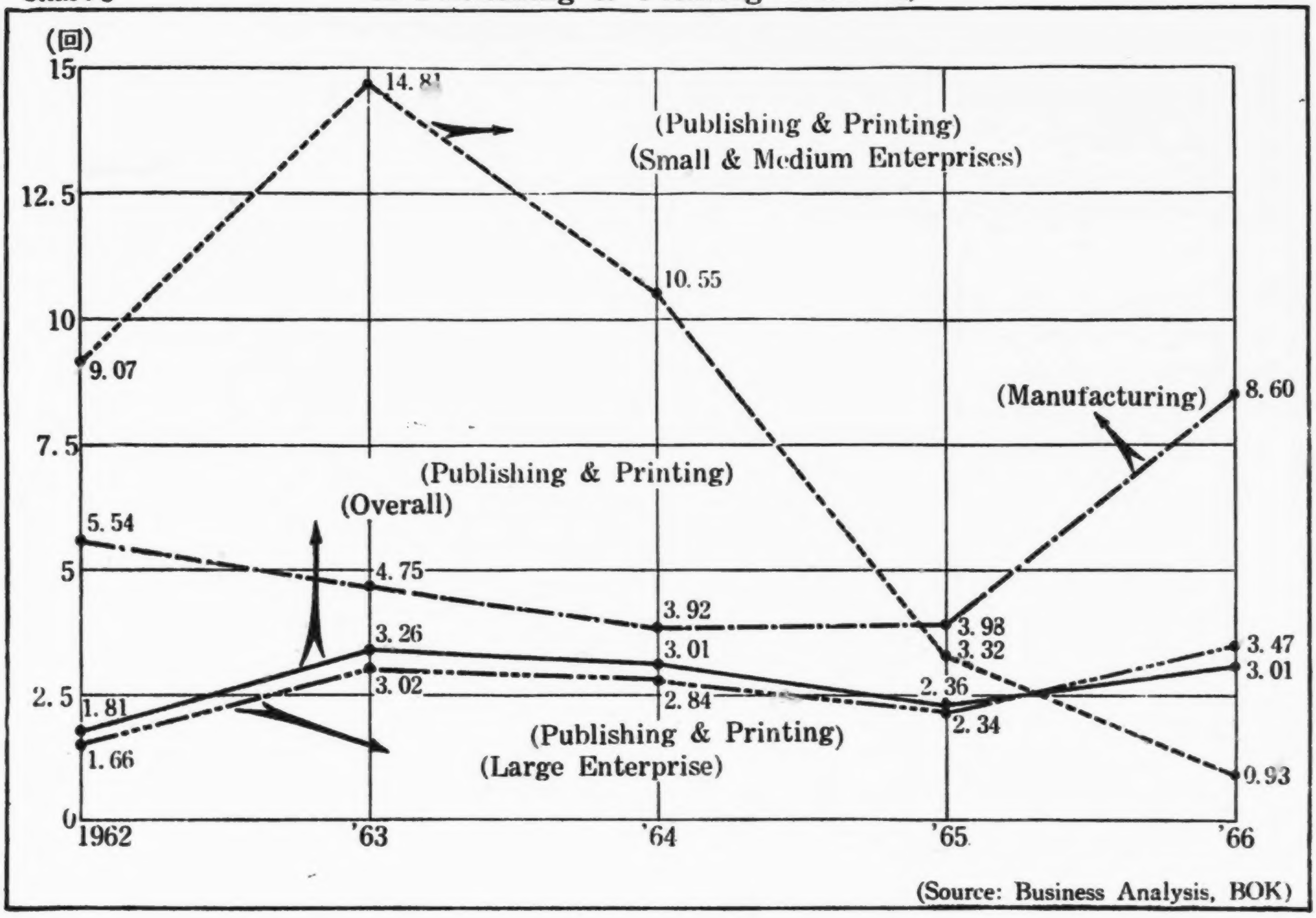
Chart 4



(Source: Business Analysis, BOK)

Chart 5

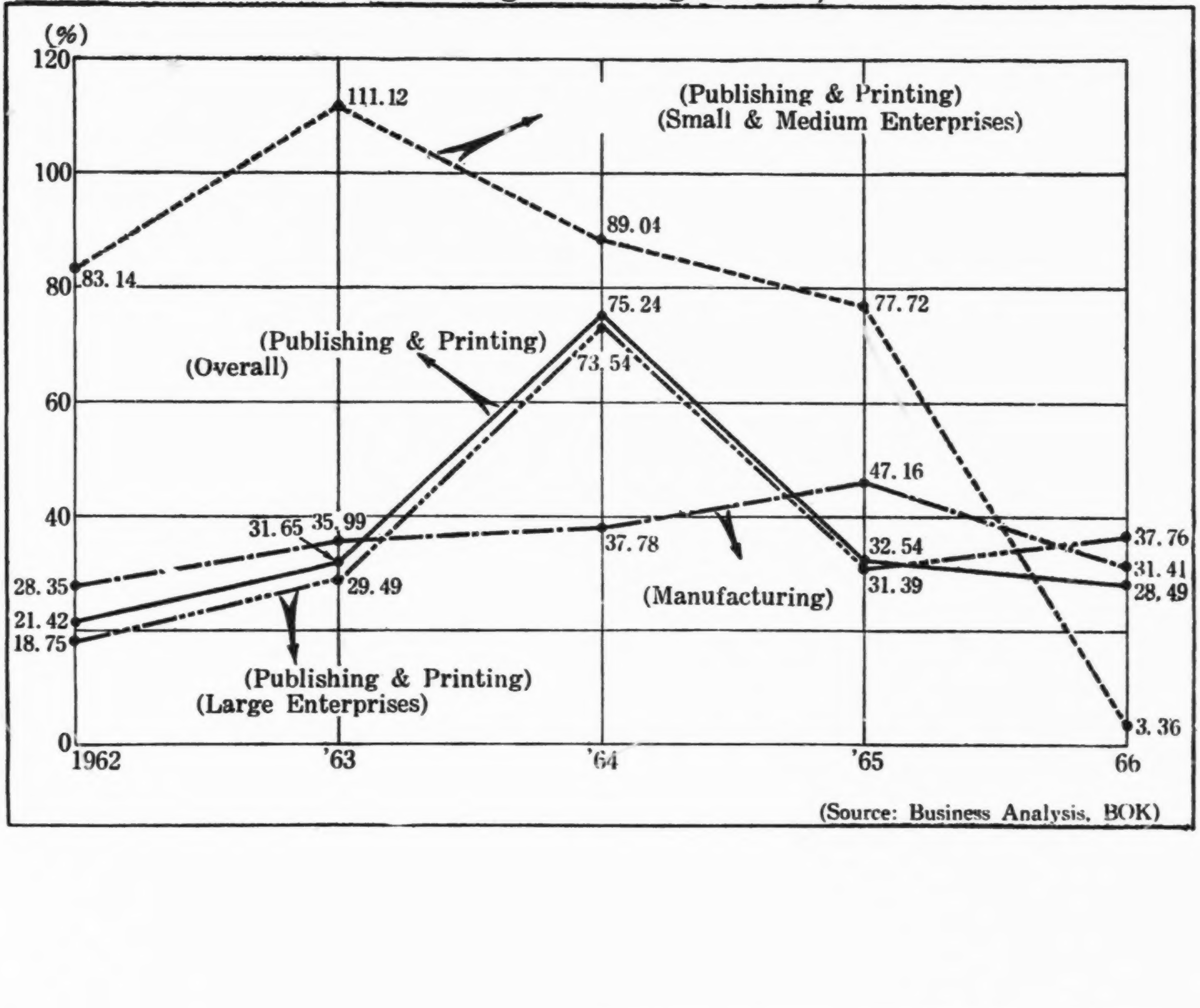
(Turn-over Ratio of Inventory Assets in Publishing & Printing Business)



(Source: Business Analysis, BOK)

Chart 6

(Trend of Current Ratio in Publishing & Printing Business)



(Source: Business Analysis, BOK)

TEXTBOOKS
IN
NATIONAL
EDUCATIONAL
DEVELOPMENT

by
Stanton Whitney
Vice President
D. Van Nostrand Co.

Mr. Chairman, distinguished delegates,
and honored guests—

It is with considerable humility that I address you on this happy occasion—happy at least for me who has never before had the opportunity of visiting this lovely country or, indeed, any country in the east. My delight at this opportunity to come to Korea is tempered only by my disappointment that my stay must perforce be so very brief and by my own sense of inadequacy in being called upon to speak to an audience whose accomplishments in the field of textbook publishing during the past few years have been little short of phenomenal. When I read of the great advances made in so short a time I wonder whether it would not be more appropriate for you gentlemen to be visiting us in the United States to tell American textbook publishers the secrets of the truly miraculous progress you have been able to achieve in only a few short years. Perhaps such a visit can be arranged within the next few years. That we United States publishers could benefit from your accumulated wisdom and experience is a foregone conclusion. That we would welcome such a visit is equally certain. Meanwhile I am glad that the situation is reversed and that I am privileged to be here speaking to you. Otherwise the chances of my ever having an opportunity to visit Korea would be slim indeed.

I have been asked to speak on the subject of the textbook's role in national educational development. It is a subject dear to my heart. Some may question whether the textbook plays any role in this development, but such individuals, I submit, have little understanding of the educational process or the importance of the textbook therein. That importance has been expressed far better than I could by Mark Van Doren, American writer, philosopher, college professor, who spoke of the textbook in the following words in an address to the members of the American Textbook Publishers Institute almost exactly a year ago. "It is hard to imagine this country without schoolbooks. Indeed, it is impossible; for then we should not have the country as it is. . . . From the first primer to the latest textbook in the rarest science, from the hornbook to the illustrated guide, school books have maintained a central, controlling position in our common life. . . . Our people came from everywhere. And if they have become one people here, the school book has been the chief instrument through which that miracle was performed. It is a quiet instrument, making no great noise in the market place. When children leave school for home, the objects they carry are nothing but bundles of words. Nothing but; as if anything could make more difference in their lives, or in the general life of mankind. Those books are the common denominator not merely of the country's educational effort, formally considered, but of its culture; a thing that branches out in countless directions, but here is the base, the root. . . . The danger of not listening, not thinking and rethinking about the world of which we are a part, is such a great and present danger that our very future may depend upon how well we learn the lesson now. For better or worse we are learning it in the school books that living publishers have made available. These, of course, display the widest imaginable variety, as certainly should be the case. They may be the tall books with pictures in them, that elementary schools supply to pupils who dog-ear them until they have to be replaced. They may be the books—thick ones, thin ones—that millions of high school students live with through four important years. They may be maturer works of reference; atlases, dictionaries, encyclopedias, concordances, collections of formulas, or diagrams or tables. They may be advanced textbooks. . . . In the end it all goes on in the student's mind; only one of millions, but it is his to keep."

This fitting and deserved tribute to the importance of the textbook in our national educational development has been emphasized and expanded by the National Education Association, our most respected, influential and largest teachers' association which recently in a pamphlet published jointly with the American Textbook Publishers Institute entitled "Guidelines for Textbook Selection" had the following to say about textbooks.

1. Textbooks are books organized for learning and teaching subjects ranging from beginning reading to the most complicated technological processes, such as eye surgery. The textbook is important in education because most of the accumulated knowledge and technology of man's past, his social heritage, is found between its covers.

2. Textbooks provide the best way yet devised for each generation to acquire the accumulated knowledge of the past. Biologically each generation born into the world is very much like other generations born during the past 10,000 years. Each would be unaware of the advances made by previous generations were it not for communication, especially the textbook. In this sense textbooks are threads that help stitch the generations together....

3. Not only do textbooks include between their covers most of man's accumulated knowledge, but they also provide it in a form that is adaptable to any learning situation. The textbook can be read and reread at the pace suited to individual needs and abilities. It is the principal instrument for individual study. It is the principal guide for teachers in supervising the learning of students. Its pages are always available for review and for drill. It can be transported easily and translated readily. It is no

wonder that books, with their readily available stored knowledge play an important role in extending to each generation and to all peoples the knowledge accumulated by man.

4. Textbooks provide the means of introducing innovations in the classroom. Through innovations, culture is made to change, and textbooks are the bridge over which the research of scholars and scientists crosses to the classroom. Today, the textbook has special significance as an instrument of change. As commissions and committees complete their studies for the improvement of education, they expect the textbook authors to introduce the new findings and concepts to teachers and pupils.

5. Textbooks also assist in unifying societies of men by giving them a common language, a common arithmetic, a common technology, common goals, and common traditions. In the United States, the textbook has a unique role in unifying a nation composed of many regions and of people drawn from many different ethnic groups and races. The United States is a geographically large nation with a pluralistic society that prefers to function without a federalized system of education to dictate its goals and to control its courses of study. If America's schools are to act as a unifying force, educational leaders must seek to provide the common denominators in city and state courses of study. They must make certain that the schools teach a national point of view rather than a regional one. They must make certain that the content of the classroom helps to unify parents, students, and citizens, with their differences in traditions, religious beliefs, and ethnic backgrounds. In a society that includes many minorities, the school curriculum—and especially the textbooks—must take into account "minority rights" if all Americans are to support the schools and have confidence in them.

In one sense, the unifying process of the textbook results from the economics of publishing. To keep the price of textbooks reasonable, publishers must appeal to a large market. They must plan their books so they will be marketable in all regions and states and acceptable to peoples of different religions and cultural backgrounds. To do so, textbook authors and publishers study the current courses of study, trends, opinions of the whole American society so that the final products will be marketable in metropolitan areas and in rural communities, in all the states, and in all the nation's schools.

6. While publishers seek common denominators as unifying forces, they also build differences into their textbooks. These differences may be in the content, in the organization, in the ability level of pupils to which the text is directed, in the difficulty of reading level, or in the extent to which new and original research and concepts are incorporated in the book. While the textbook acts as a unifying force, it also provides for individual differences and for varying community goals.

7. In a democracy, in which the citizens have the ultimate authority in decisions about education, the schools have a special responsibility to keep the public informed about the subjects taught and the issues raised and discussed in the classroom. The textbook —carried home by millions of young people—serves to keep parents and citizens informed about the learning activities going on in the schools.

Moreover, textbooks provide for the community an indication of the school's response to change: Is the school teaching the best that scholars know about their subjects through methods proved most efficient by research? Thus, another role of the textbook is to provide an index of progress. Forward-looking communities, concerned with preparing their youth for tomorrow, use modern, up-to-date texts.

8. For the school administrator and the classroom teacher, the textbook helps to solve many instructional problems. When planned as a series, textbooks provide for orderly growth from year to year. Teachers returning to classrooms after an absence of several years find the textbook helpful in acquiring new teaching methods and skills.

The textbook's most important contributions to education lie ahead. As films, television, and recordings are reinforcing and extending learning and assisting teaching by means of sound and picture, authors and publishers are improving the educational impact of print. New types of books and new ways of using print to teach, such as programming, are adding new dimensions of flexibility and efficiency to teaching and learning. Furthermore, the contribution of textbooks in the future will rest not only on benefits to our own society but also on the transfer of science, technology, and social science from the highly developed to the developing lands.

As the world changes, Americans will require expanded and improved educational programs concerned with the cultures of all lands and peoples. In this expanded and improved world of learning, the textbook will continue to play a great historic role.

These statements, mind you, were made by educators, not publishers. They lend added importance to a conviction shared by all textbook publishers—that despite the many and revolutionary changes and advances in education and the tools of learning during the past ten years, the textbook is the center of any educational system just as education is central to the economic and social development of a nation. Today's textbook may differ in style, organization and content from those of only ten years ago, but an organized body of knowledge, presented in sequential order, is essential to instruction. With the advent of radio, television, films, tape recorders and the multiple other audio visual aids on the educational scene, the textbook may no longer be the sole instructional tool available to the teacher, but it is still his principal instrument which the other tools of education are designed to supplement and assist.

The textbook did not achieve this position of importance in United States education by chance but rather by the untiring efforts and devoted purpose of many teachers, writers, and editors who over the years have labored to make our textbooks as effective teaching tools as they could devise. The job of putting together and publishing a textbook that is at the same time accurate, pedagogically sound, significant, appealing, and understandable to the student is no mean task. Skilled writers, knowledgeable in their subjects and in the needs of the students, are essential. So, too, are artists skilled in the creation and use of diagrams, pictures, maps, etc. that illustrate the subject matter of the text. We in the United States have been told that the saying, "One picture is worth a thousand words" was first spoken by Confucius almost 2,500 years ago. Certainly the importance of good illustrations in aiding learning as well as in adding interest to the written word and attractiveness to the book is hard to overemphasize. Finally, the third essential skill is that of the editor who must nurse the book from its embryonic beginning as a raw manuscript through its many stages of development to birth as a finished text capable of performing the functions for which it was designed.

It is difficult to overemphasize the contributions that a skilled and conscientious editor can make to the finished book. His is the initial responsibility to ensure that the author covers the required subject matter, that his development of that material is pedagogically sound, that it is written at a level of difficulty appropriate for the students who will be using the text. His, too, is the primary responsibility for making the most effective use of illustrations in the text to assist the student in his understanding of basic concepts. He should have at least some say in the styling of the text and the selection of type faces to make sure again that the book is not only appropriate for the age level of those students who will be using it but is also attractive to look at and interesting to use. Finally, the elimination of errors, substantive as well as typographical, is up to him even more than to the authors. So basic are his contributions to the quality of a textbook that only a short examination of the published book is necessary to reveal the level of skill of the editor or editors who worked on it.

The process of publishing a textbook obviously is not and cannot be a rapid one. In planning for and developing a new textbook it is not unreasonable to expect a period of three or four years from the time authors and editors agree on the final outline to the date of publication. Often considerably more time is required, because of the desirability or even necessity of trying out portions of the material in preliminary form with students to determine its effectiveness. But all the time, effort and money spent on the lengthy and complicated task of developing an outstanding text become worthwhile when the finished product is available. Writers, editors, and publishers can all take pride in their work and look forward confidently to the personal satisfaction as well as the financial reward of seeing the book successfully used as an instrument of learning for years to come.

Because a good textbook can, with proper revision, go on for years. In the high school field with which I am most familiar we think in terms of revising all our texts every four, five, or at the most six years. In this way they can be kept up to date insofar as subject matter as well as pedagogy are concerned. Sometimes these revisions must be so complete as to require, practically speaking, the publication of a brand new book. Other times only a minor revision with changes in only a small proportion of the pages is necessary. Whatever the extent of the revision, however, it is economically justified because it makes available to teachers, who have used and liked earlier editions, a new version of the same title by the same author. Consequently, it has a "built-in" market ready and anxious to use it immediately on publication. In my own company we have dozens and dozens of textbooks at both the college and high school levels that are currently in their fifth, sixth, seventh or eighth editions. One exceptional text which was first published in the last century is now in its eighteenth edition, is still going strong, and is scheduled for another revision next year or in 1970. During the course of its more than seventy-five years of existence, hundreds of thousands of copies have been sold and it has become almost a household word among the members of the electrical trades for whom it was written.

Earlier in this talk I pointed out that the creation and production of a textbook is no overnight task. The same thing is true of the development of the United States textbook as it exists today—a development which has been 200 years or more in the making. Today's sophisticated text with its carefully designed typography, its four-color illustrations, its tested subject matter and its carefully conceived pedagogy is a far cry from the hornbook cited by Mark Van Doren or even from the famous McGuffey Readers with whose name and reputation some of you may be familiar. Many factors have contributed to this development—not the least among them being the technological advances that over the years have made possible the continual improvement of the finished product. The impetus for this constant effort to produce better and better textbooks, however, would not have existed—at least to the same degree—had if not been for the compulsion of individual publishers to outdo and surpass the efforts of their competitors. That this compulsion was originally dictated largely by self-interest is undeniable, but the result, at least as we see it, has been completely beneficial as competition between individual publishers has served not only to foster the continued improvement of textbooks but also to provide a multiplicity of texts from which teachers and school officials can select those they believe will best serve their own particular needs. All students do not learn alike. Apart from anything else they are of varying abilities and different aptitudes. What is the right text for one may be entirely the wrong text for another. Similarly, all teachers do not teach alike, and one may do a superb job of instruction with a text that another would find impossible to use effectively. The availability of a wide range of educational material with differing approaches to both content and methodology is consequently beneficial to the entire educational community. Furthermore it tends to encourage creative writing and to permit wholesome competition of new ideas and is particularly attractive to authors who traditionally have taken pride in developing their own ideas and who look forward to opportunities of expressing them.

Obviously, all textbooks are not equally successful. Some may never repay the investment in time, effort and money that went into their preparation. The more careful the research, the more painstaking the preparation and the more skillful the editing, however, the less the chances of actual financial loss. Moreover, such loss, in the unfortunate event it does occur, can be more than compensated for by the success of other texts which surpass their originally projected sales estimates. Meanwhile, students and teachers alike have the advantage of being able to select from several available texts the one most suited to their own particular needs and tastes.

I hope that my words have served to convince you, if any one needed convincing, that the textbook does play a role in national educational development. Indeed that role is the predominant one in such development. We have a saying in the United States that the textbook is the second most important influence in education. Second, that is, to the teacher. When national educational development is concerned, however, the textbook plays second fiddle to no other influence. Indeed, in my opinion, in this particular respect, it transcends the influence of teachers because it is their primary tool of instruction.

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DEVELOPMENT OF PUBLISHING INDUSTRY AND INTERNATIONAL COOPERATION

by
Yung-Bin Min
President
Current English Co.

(I)

The Korean people take pride in their culture. We can proudly say that our cultural history and traditions are comparable to many of developed countries. The evidence is found in various forms of books our ancestors printed. These publications testify the long history of publishing in Korea.

It may be said that the history of Korean publishing and printing is as long as that of China, for Korea served for long as a bridge between China and Japan. The renowned *P'alman-taejanggong,* a collection of Buddhist books, is an excellent example of the brilliant history of wooden block printing in Korea.

Germany's Gutenberg began to use his movable type some 200 years after our ancestors had invented it and put their invention into practice. Their dedication to making books was unexcelled. They had recognized the importance of books as early as any others in the world. They realized that books are the oldest and most basic tool of communication of man and an essential and indispensable tool of education in the most lasting form. What made the situation better is the distinctive characteristics of Koreans, who are all of the same racial origin and who all use the same language.

Owing greatly to King Sejong's invention of *Hangul* (Korean alphabet) in 1446 A.D., we have little suffered from language problems, which in many developing countries became political issues hindering their national unity and cultural development.

However, our forefathers have failed, to our regret, to effect essential changes in the tradition of culture, when our country stepped into the modern era. They also failed to adapt our culture and traditions to the modern (Western) civilization. This failure is most responsible for making today's Korea a developing country, economically as well as culturally.

The historical background and the present-day cultural circumstances—especially the low illiteracy rate —implies a possibility that publishing business may have a bright future.

(II)

The Japanese, who colonized Korea in 1909, employed a policy of assimilation; even banned the use of the Korean language by Koreans. Because of this, comparatively few Korean books were published at the time when modern printing techniques began to spread widely in this part of the world. After the end of World War II, demand for Korean-language books was, in the main, explosive and resulted in stimulating printing and publishing industries. This was prompted by the necessity that the gap between 1909 and 1945 should be promptly filled up by fast supply of books in the Korean language.

While the newly independent country was struggling to achieve its built-in goal, the Korean War broke out in 1950. The three-year war reduced virtually all printing facilities and readers' book shelves to ashes. When the war ended in 1953, printing facilities were brought into the country at a cheap cost, thanks to American dollars provided in the form of economic assistance. At low costs incomparable to world market value, printing materials were also introduced. Paper supply was no exception. (During this period an unrealistic dollar conversion rate was used in favor of the local industry.)

These conditions enabled, as a result, the publishing industry to supply books at a reasonable price level. Refugees, in the meantime, returned to their ruined homes. Many of them badly felt the need of at least several books and most of them could afford to buy them because book prices were reasonable in relation to other daily necessities. Book-stores enjoyed thriving business. Good market situation and demand for new editions encouraged and enabled them to invest more cash.

It may be said that this situation continued until 1960. The years leading up to 1960 may well be termed as "a reconstruction period" during which printers, publishers, book-stores and readers cleared up the ravages of war on the strength of their unity.

More important is the relationship between university education and the publishing industry. The end of war brought about the skyrocketing increase in the number of college students. Parents' enthusiasm for their children's college education and the resulting adverse impacts were such that some even maintained that the colleges and universities destroy the nation's economy and integrity. Around this time, the publishing industry was stimulated to produce books for college education in a large quantity. The result was far-reaching. It helped create an intellectual stratum of new readers of scholarly books of high value—as against popular books, thereby contributing greatly to relatively active publishing during the post-war years of the 1950s.

(III)

The era of book publishing in which publishers supplied books to ornament book shelves at homes had almost come to an end, due to saturation, when the April 19 students' uprising took place.

A state of utter disorder and chaos reigned in the wake of the April 19 revolution of 1960. The severest blow of all was, most probably, felt by the publishing world.

Thirteen months after the students' uprising there came the military revolution. A three-year military rule ensued. Changes permeated every corner of the society.

The various educational and social reforms undertaken by the Military Government indirectly drove the publishing industry into stagnancy. For social changes and unrest, whenever and wherever they may occur, are bound to wither publishing. This is more so in a developing country.

The establishment of a new order under the military rule took time. And the general elections of 1963, held for the transfer of power to the civilian hands, and the social upheaval which accompanied the Korea-Japan normalization talks protracted the depression of publishing business.

Not only the general public but also publishing circles themselves are prone to overlook the fact that the biggest single factor which caused the depression in publishing business in the 1960 s was the change in the aid policy of the United States.

At the beginning of the decade, when the country was under the rule of the Democratic Party, the U.S. excluded Korea from specific privileges and the exchange rate was readjusted to free market value.

At about the same time grant aid was replaced with loans.

The readjustment of the exchange rate caused overnight the doubling of production costs in the publishing industry which depended on imports for equipment and the raw materials of its vital supplies, including ink and printing paper.

As the prices of books soared along with the price of daily necessities, the book market shrank noticeably. Many publishing houses went out of operation while others closed doors tentatively.

A number of publishing houses began seeking an outlet by means of selling books on installment basis. And as early beginners proved successful, many others followed suit, giving rise to a sort of "boom." Soon excessive competition ensued. At the end there were more publishing houses which ended up bankrupt than those who made profit.

A lamentable by-effect of the selling of books by salesmen on an installment basis was that disdain for books was planted in the minds of readers.

To make matters worse, profit accruing from installment sales these days is not enough to cover interest on borrowed capital, and the protracted period of turnover of capital not sufficient to make up for the devaluation of the currency due to inflation.

We shall study problems arising from such a critical situation of the publishing industry one by one.

A. *Rationalization of management of publishing house*

There is a saying that the publishing business is learned through experience. This truth is emphasized by Datus C. Smith Jr., former president of the Franklin Book Programs Inc., in his book *A Guide to Book Publishing*. He said: "No one can learn book publishing from a book. It is learned *by doing*." This truth has a particular relevance in our country where few people have ever learned publishing business at school.

One demerit of the lack of school education is the absence of proper cost accounting. Many publishers fail to analyze the cause of the rise of production cost and to study the possible effects of economic plans on the price of books. Very often this failure accounts for business failure.

Lack of a proper market survey also is a factor which drives publishing houses out of business. Many publishing houses were compelled to close doors after they continued to consign books to bookstores which were on the verge of bankruptcy. It is almost a common practice to continue such transactions with bookstores which habitually issue bad checks.

Accounting systems used by publishing houses also raise a problem. Because of the preponderant dependence of publishers on consignment sale, the fulfilment of tax obligations to the letter is practically impossible where publishing houses are concerned.

There is the need to study the feasibility, for instance, of a tax legislation which would make the amount of the price of books collected, instead of the price of books shipped, the base of taxation.

> To attain that end, we will have to formulate a proper and effective formula of accounting and inventory for publishing businesses, taking lessons from the practice of the publishing circles of foreign countries. This is a point made in the AID survey report on our publishing industry of 1966.

B. *Small financial scale of publishing houses*

There are more than 1,000 publishing houses in Korea. Publishing houses in operation, however, number less than one-third of the total, and those with any substantial financial resources are far more limited in number.

Thanks to development plans which were launched at the beginning of the 1960s, industries have been improved both qualitatively and quantitatively, with the aid of foreign capital. It is said that it is necessary for an industrial firm to have an annual sale of W300 million ($1 million), if it is to survive in Korea. The publishing industry, however, falls far below the level of other industries.

> Although the AID survey group recommended amalgamation of publishing houses into larger units, a more urgent and practical step would be the establishment of a joint marketing system.

C. *Marketing structure*

The shrunken purchasing power of the reader and the deficit management of bookstores form a vicious circle which keeps publishing houses in a destitute state.

> Therefore, the shortcut to the fostering of the publishing industry is rationalizing the distribution structure. The efforts of course would require support from the government. And all foreign publishers and organizations which have concern with international exchange among publishing circles are advised to pay special attention to this requirement.

D. *Printing paper*

Printing paper, except for newsprint, cannot be imported. This step is taken on the premise that the domestic supply of printing paper more than meets domestic demand.

The quality and range of printing paper produced in Korea, however, is extremely limited.

In such special cases as when the importation of printing paper is licensed, a 60 per cent customs duty is imposed. (Last year the tariff rate was 30 per cent.)

Printing paper usually is sold on a cash payment basis, and when it is purchased on credit the usury rate is added to its price. It is little wonder that books published under such adverse financial circumstances and sold on installment basis yield little profit.

> The government therefore is advised to liberalize the importation of printing paper. The Korean Publishers Association has in the past petitioned jointly with interested cultural organizations to lift the restrictions on a number of occasions. The AID survey group also voiced the opinion that customs duty should be exempted on imported printing paper while steps are taken to set the price of printing paper manufactured in Korea at a proper and realistic level.
>
> The tariff rate, however, has been increased twofold since the submission of the report by the survey group.
>
> The liberalization of the importation of printing paper will also be helpful to the government policy of fostering the international competitive potentials of the domestic papermaking industry.
>
> A possible solution to the problem of the printing paper shortage will be the establishment of a paper-making plant by publishing circles with cooperation of foreign publishing circles.

E. *Establishment of book bank*

It may be said that there is not a single publishing house in Korea which does not depend on usury. A 5 per cent monthly interest is rather low on the scale. (Even bank loans charge a 26 to 30 per cent annual interest; but most publishing houses do not have sufficient assets to establish mortgage for bank loans.)

Loans granted out of the medium enterprise loan fund of the Medium Industry Bank charge 15 per cent in interest a year. Publishing industry, however, does not benefit from the loans, because it is given 30th place in the order of priority in the allocation of the loan fund.

> The Korean Publishers Association requested the government to set up a W500 million financial fund for the publishing industry. The fund was envisioned as a main source of the revolving funds of the publishing industry.
>
> Although the Ministry of Education included the amount in its budget, the Economic Planning Board pared it down to zero.
>
> We may now have to turn to the World Bank or the Asian Development Bank for help. Book publishing is a field where international cooperation is most urgently needed.

F. *Book publishing and commercial printing*

As the economy grew at a rapid pace, packing of commodities improved markedly. This has caused a drastic expansion of offset printing facilities while typographical printing facilities remained the same.

According to the AID report, less than one-fifth of printing facilities throughout Korea were used for the printing of books and magazines as of 1966. The ratio has evidently decreased further since.

Now larger printing houses are reducing their type-setting and typographical printing facilities in favor of the expansion of offset printing facilities. This general trend is accounted for by the flood of orders for the printing of the wrappers and packages of chewing gum, candies, pharmaceutical products, export items, etc.

The place of publishers as the principal customers of the printing industry is now being taken over by other more lucrative businesses.

While printing plants built up and consolidated their position on the strength of foreign exchange privileges they enjoyed in the 1950s, the publishing industry lost what meager financial position it held before the social disorder of the 1960s.

So, it is no wonder that printing firms with their accumulated capital should take up book publishing as well. Now, many printing firms are engaged in publishing business as well.

It is not difficult to predict who would prove the winner in the competition between such printer-turned-publishers and the anemic old time publishers. The situation is comparable with one where small magazine publishers are threatened by magazines published by financial groups and large newspaper firms.

> We shall try to see a solution to the problem from the angle of international cooperation. The first step will of course have to be the construction of a modern printing factory with some development loans from foreign sources. The need for such a measure was agreed upon at the Asian publishing experts conference sponsored by UNESCO in 1966. The agreement was seconded by the AID. The need is more acute now when type-setting of our letters in a mechanized process has become a foreseeable possibility with the advance of the electronics industry.

G. *Textbooks and libraries*

In the past two years all middle and high school textbooks were recompiled. This means giving a heavy workload to publishers. Most major publishing houses were taken up by textbook publishing and, as a consequence, titles published in 1967 decreased by 30 per cent from the previous year.

I wish to point out some inconsistency in the textbook price policy of the government.

Reduction of commodity prices is a professed policy of the government. This year the government plans to restrain the rise of wholesale good prices below 6 per cent, and that of retail prices below 11 per cent.

The government policy has rendered impossible any substantial rise of the prices of textbooks. It is, however, a general phenomenon that actual production cost exceeds the ceiling of the hike of prices established by the government.

> It is important that the government understand that the price of textbooks, no matter how high they may be, make up only a small portion of educational expenses.

> The current Library Law fails to provide for the fostering of libraries. It is fortunate that the Ministry of Education is rendering full support to the Five-Year Library Expansion Plan formulated by the ruling Democratic Republican Party.

H. *Copyright*

Law governing copyright is relatively well abided by and few lawsuits against the violation of copyright have thus far been filed with the court of law.

Our failure to join an international copyright convention, however, has caused chaotic disorder in the publishing of translated titles.

A side-effect of this is the appearance of a large book dumping market near the East Gate. This market started as a place for the disposition of stockpiles of books by publishing houses known to publish cheap imitations of well selling translated titles published by established publishing houses. The dumping market has plagued the publishing industry for a number of years shaking the whole distribution order of the book market.

> The only cure for the dumping practice is to be found in our accession to an international copyright convention. If our immediate participation in a convention proves infeasible, the next best step might be the adoption of the declaration system currently in effect in Formosa.

> In promoting the participation in an international copyright convention by our publishing industry, we must work out some measures to prevent the dumping merchants from obtaining book translation rights ahead of orthodox publishers.

(IV)

In retrospect, we may safely say that we publishers have done rather well in the face of the adverse conditions enumerated above.

I shall outline the efforts made and results accomplished by the Korean Publishers Association for the development of book publishing in recent years.

A. *Exemption of business tax*

Publishing houses are exempted from the payment of business tax from this year. The tax-exemption measure belatedly freed publishers from the obligation to pay business tax while suffering losses from book publishing.

B. *Book market survey*

A market survey was conducted by the Economic Research Institute of Kukmin University with help of the Asia Foundation. The findings of the survey will serve as scientific bases for the promotion of the sale of books. The survey was the first of such kind to be conducted in Korea.

C. *Participation in New Delhi seminar on copyright*

The Ministry of Education and the Korean Publishers Association dispatched their representatives to an Asian regional seminar on copyright held at

New Delhi to prepare the Stockholm Protocol regarding developing nations in the Berne Copyright Convention.

The conference adopted a resolution calling for special copyright privileges for developing nations, which is responsible for "a crisis in international copyright."

D. *Participation in publishers' conference sponsored by UNESCO*

The Korean Publishers Association sent two of its representatives to the book experts conference held in Tokyo in 1966 under the sponsorship of UNESCO. The significance of this representation is to be found in the fact that instead of government officials, persons specialized in book publishing represented our country.

E. *Participation in publishers' training course*

The Association dispatched two of its members to a training course held in Japan under a resolution of the experts conference.

F. *Proposal for organization of National Book Development Council*

In accordance with the resolution of the Tokyo conference sponsored by UNESCO, the Association proposed to the government the establishment of a National Book Development Council and won support from the Ministry of Education. The proposal, however, failed to materialize in the face of opposition from the Ministry of Government Administration. The Association plans to continue to endeavor for its materialization.

G. *Filing of request for a $20,000 trust fund*

The Association has submitted a request to USOM for the establishment of a $20,000 trust fund to finance a thorough book market survey. The competent government agency, the Ministry of Science and Technology, and USOM are currently studying the request sympathetically.

H. *Establishment of a book fund (bank)*

The Association has requested the government to allocate W500 million in a financial fund to finance revolving funds and obtained the approval of the Ministry of Education. The plan was, however, miscarried upon the budgetary cut made by the Economic Planning Board.

The Association plans to push ahead with the plan.

I. *Establishment of Publishing Ethics Committee*

The Association is currently formulating with cooperation of the Ministry of Education a plan for the establishment of a Book Ethics Committee with the purpose of driving bad books out of the market.

J. *Government subsidies*

The Ministry of Education began granting subsidies, if small in amounts, to the publishing industry in 1967. The subsidies are expected to increase in the future.

K. *Others*

All the annual events of publishing circles are being observed without fail.

(V)

I shall now discuss the problem of international cooperation in book publishing. Because of language barriers, Korea has virtually no overseas market for her books and other publications. Universities and public libraries in foreign countries are collecting some Korean books. And some text-books are exported as samples. As far as international cooperation in the field of book-publishing is concerned, a significant breakthrough can be made in cooperative ventures between Korean and foreign publishers.

Many American publishers are known to be interested in producing Asian editions in Korea, a venture which has long been done in Japan. But it is important to keep in mind the fact that such editions might have promising prospects only if they are designed for export. (Domestic consumption is extremely limited.) One of the most feasible and practical projects is to make the best use of Korea's cheap labor cost, namely, to use the Korean type-setting facilities. In fact, this is being done now on a relatively small scale. Again, this began in the '60s; American and Japanese printers and publishers are using the Korean labor and facilities.

What kind of impact would this have on the small-scale publishers in Korea? And what kind of influence would it exert on the printing and publishing industry as a whole?

The industry, which has been already suffering from increased demand of commercial printing on the part of the printers, is faced with further adverse effects as the result of increased orders for type-setting from Japan and the U.S. This is partly responsible for the hike in type-setting costs. This has been also pointed in the AID report. The situation forced local publishers to spend more time—more money—in editing and proof reading: another factor for increased production costs.

Clear distinction should be made between publishing houses which are engaged solely in publishing and those which have printing facilities and publish books also. I would like to stress that the promotion of international cooperation might mean strong penalties to book publishers *if* one fails to define clearly the relations between the two groups of publishers.

In many cases, international cooperation tends to be construed as increased type-setting orders from overseas. If this type of cooperation is enhanced, local small-scale publishers might worry about being driven out of printing facilities, *unless* measures to balance the situation between the two groups are guaranteed.

Why? As was mentioned before, printers have changed their management policies in regard to non-book printing and foreign type-setting orders. There is a possibility that this kind of cooperation between Korea and Japan would continue to increase further. As for the United States, however, the situation is a little bit different. The U.S. has legal restrictions on type-setting of American books at low cost in foreign countries. But some American publishers are understood as having strong interest in making Korea a second base in Asia for producing their "Asia editions" for export in the Asian area.

The U.S. cooperation with Korea in this line is impossible, it is said, until Korea enters an international copyright agreement. It is true that the Korean participation in an international copyright convention will benefit the entire country as well as the publishing industry.

But then the question arises—which of the two—publishers or printers—benefit more at the expense of the others rather than mutual happiness? Small and meagerly-financed publishers have justifiable worry over the danger that promotion of international cooperation, under the above-reviewed circumstances of the Korean publishing industry, could bring about upon them adverse effects greater than those which they have already experienced as the result of increased demand of commercial printing and type-setting services for foreign publishers.

No publisher would oppose, I believe, international cooperation in the field of publishing. At the same time no one would support it either, *if* he has reason to worry that it might damage his own business too strongly before he could share the benefit from the cooperation.

This point must be given full consideration and due safeguard measures worked out for the protection of small-scale publishing companies, which account for a majority of Korean publishers, in the process of promoting and achieving international cooperation.

The problems I have thus far enumerated are pointed out in the AID report.

Our special attention is drawn to the AID proposal for the establishment of a regional publishing center in Asia. We are one hundred per cent for the proposal and hope for early materialization of the plan.

Frankly, I must say the U.S. has not thus far taken any concrete step to help foster Korea's publishing industry in relation to the AID proposals. We hope the proposals made in the AID report and supported by Mr. McAffrey in his AID survey following the reports will be materialized as soon as possible. It is said that the 1970s will be an Asian and Pacific era. It will be meaningful to establish a regional center for the development of book publishing in Asia at this juncture of time.

(VI)

Before concluding my speech, I wish to emphasize that it is up to us and no one else whether we will benefit or suffer from the stepped-up international cooperation in book publishing which is expected in the 1970s.

I attach special significance to the timing of the arrival in Korea of the AID book survey group. It came here after President Johnson of the U.S. sent a special message on book and library development to Congress on Feb. 2, 1966.

I attach great significance also to the administrative directive which the U.S. President sent on Jan. 4, 1967 to government branches and agencies which read: "It is the policy of the U.S. Government to positively support and foster book publishing and marketing in developing countries."

It was during the one year interval between the announcement of the messages that the AID groups made a tour of seven Asian countries to conduct a book survey. It was in that time that the UNESCO conference of publishing experts was held in Tokyo.

The administrative directive of President Johnson particularly stresses the following points:

1) Efforts should be made to offer financial and technical assistance to developing nations for the fostering of their book publishing industry and improvement of their book marketing channels.

2) More publishers, librarians, authors and compilers of textbooks and persons engaged in book publishing in other capacities should be invited from developing countries to the U.S. for training.

3) The publishing houses and libraries of the U.S. should be persuaded to extend cooperation to developing nations for the development of libraries.

4) Scholarship funds should be established to finance the training of librarians from developing countries within the U.S. or elsewhere.

The President also said emphatically that the objectives of book development can neither be achieved by foreign assistance alone nor with the local resources of developing nations alone. It is on this ground that the U.S. President stressed the need of U.S. cooperation in book development.

It is because of the encouragement I received from the presentation of such policy by President Johnson that I made many references in my paper to the AID report.

The U.S. President did not forget to instruct g ernment and overseas agencies to render active su port to the publishing industry of the U.S. In doi so he set a good example for the leaders of devel ing nations.

DEVELOPMENT OF PUBLISHING INDUSTRY AND INTERNATIONAL COOPERATION

by
Michael Harris
President
Franklin Book Institute

Mr. Chairman, may I apologize first for not having a written paper before you. I hope that the problem of translation and the failure to have written notes before you will not place too great a burden on you. I should explain that I do not have a written paper not out of laziness, but this is my first visit to Korea. I happen to have a written paper with me, which I have discarded largely because the state of the publishing industry in Korea is rather different from the preconceptions which I had before I came here. Even some of the statistical data which I had obtained before coming here, proved not to be the same as the data which I got during the sessions so far. So I hope that you will forgive me for not having a written paper because if I did present the one which I had prepared you would find that much of it was not truly relevant to the position of the Korean industry.

I have learned very much from this conference about the Korean publishing industry and about your problems. Now I was extremely interested in the remarks which were made by Mr. Min because I think that essentially we come out to the same major general conclusion. And that is that the development of a publishing industry in any country is almost completely the function of that country itself. And that international cooperation can be useful, can be helpful, and at times can be decisive. But by and large, the development of publishing industries in any country are really the result of the determination of that country. I think that's an obvious point but one that needs to be emphasized time and time again. The development of publishing industries reflects the country's own assessment of its values, its educational and its national goals, and its culture. These are decisions which any country makes for itself, and these are decisions which international cooperation may be able to facilitate but cannot play a major role in. The development of publishing is largely influenced by national decisions on education and economic goals, on the allocation of national resources, financial and other, and by the administrative decisions made by a government on a range of factors influencing publishing. International cooperation can be useful and helpful, but is very rarely a determining factor that will make the major decisions or, in the long run, be the major influence in the development of publishing.

If we look at the paper which Mr. Barnett presented, he lists 12 conditions for the establishment of publishing industries. And if we run through those very quickly, I think it is obvious that in most of these national decisions are the dominating factor. He mentioned the development of educational systems and literacy. These are national responsibilities which international cooperation can assist, but there are basically exclusively national judgments involved. Similarly, he mentioned culture, a country's culture, the influence of culture on the development of publishing, its state of economic development, and its economic goals, the state of its distribution and marketing systems, the availability of short and long term capital, the organization of a vigorous, creative, and imaginative publishers' association, and the coordinating of publishing with other aspects of national goals. These all are essential decisions of national governments, and are influenced largely by national judgments. He mentioned as well the availability of sufficient equipment and supplies. Here again the major resources are national although assistance can be obtained from other institutions by bi-lateral means or through multi-lateral means. Now he mentioned as well the development of technical skills in publishing and editorial printing and other factors which influence publishing. Here I think that international cooperation can play, if desired and if necessary, a larger role than for the other items which he mentioned. Again I want to repeat what I think is a very essential point, that the development of publishing industries is largely in the hands of the various national institutions concerned.

Now to the role of international cooperation in the development of indigenous publishing industries. First, I think it might be useful to run down and to list some of the institutions that are interested in this. I think these are pretty well known, but an inventory may be useful. There are, of course, means of direct bi-lateral aid. And this largely comes from governments, from AID, from USIS, from such institutions as the British Council, and other institutions in a number of the developed countries. Governmental assistance is not the only bi-lateral assistance. The work of private foundations, such as the Ford Foundation, the Asia Foundation, the Nuffield Foundation in the United Kingdom, the Volkswagen Foundation in Germany, and others can at times be extremely important. Foundations are not the source of major capital for development of publishing. They are, however, the source of funds which at times are crucial to the success of various kinds of innovative programs and projects. There are, of course, a number of things which can be done directly by business. I won't dwell on those. They range from joint ventures to direct training programs. A great deal of training is done by businesses in the United States. And then, of course, there are the multi-national organizations, and they are important because during the past decade particularly many multi-lateral agencies have either come into existence or have formulated and enormously strengthened their programs in the book field. A paramount one among these, of course, is UNESCO, which among other activities was the sponsor of the 1966 Tokyo conference that brought into focus the problems and needs facing book development in Asia and which dramatized the necessity of increasing Asian book production. 12½ per cent annually if the region's educational development is to be adequately supported. UNESCO launched a worldwide effort in 1964 to stimulate the development of book publishing. And since then, with UNESCO encouragement and frequently with UNESCO assistance, there have been many national book development councils, book trusts, book weeks, workshops for writers and illustrators, training programs, etc., to help plan the increased production of educational books, curriculum development projects, and studies of all kinds. UNESCO also sponsored the universal copyright convention and the Florence agreement subscribed to by 46 countries providing for duty-free importation of books and educational and cultural materials. Essentially UNESCO has been a catalytic agent. It has not provided capital funds; it has provided in the main technical assistance and has been a basic instrument for focusing attention on book needs and of assisting in the development of book production. The World Bank and the Asian Development Bank are concerned with educational development as a basic ingredient of economic development. And it would seem reasonable to think that they would be sympathetic to plans for creating or substantially expanding book production capabilities, especially where physical facilities are concerned. There are a number of other multi-lateral institutions, such as the United Nations International Children's Emergency Fund, the International Labor Organization, and the Food and Agriculture Organization. The individual programs of each of these agencies often have implications for book development. One might point out particularly the studies which the FAO has done on paper production and on new technology for fabricating paper from various materials that may be abundant locally, other than the traditional wood fiber that has been scarce in many parts of the world. Finally, the International Board for Books for Young People has been organized to encourage and assist exhibitions and various activities to stimulate greater production and use of children's books. The educational group of the International Publishers' Association, a young organization founded in 1954, makes possible a forum where educational publishers can discuss common problems and take common action. The International Community of Booksellers, founded in 1956, has held two worldwide meetings. I won't enumerate all of the other international organizations that are involved. Simply suffice it to say that there are a number who can act as essential resource institutions to assist, to discuss common problems, and there are others, more limited in number, who are concerned with problems essentially of capital assistance.

Now if I may be immodest enough to refer to my own organization as one demonstration of the kinds of international cooperation that may be useful and effective in the development of publishing. Franklin Book Programs is a unique institution in that it is a non-profit private organization, solely devoted to books, and to the promotion and assistance and development of indigenous book publishing industries in developing countries. It is private. It is not endowed with a large sum of money. And it depends on its support from a number of sources ranging from private contributors to the publishing industry in the United States, to private foundations, and has access at times to contracts with American Government institutions to finance certain activities. It depends on these for support with the exception of two countries, Iran and Afghanistan, where the Franklin offices are wholly self-sustaining and all of the activities are supported out of the income which they generate there in those countries. Franklin Program started essentially as a translation program because of the desire of a number of countries to obtain books from the United States and to translate them into their local languages. The books are selected by each country themselves. Franklin, New York, does not play any role in the selection of the books except to suggest titles which may be of interest when our advice is asked. But the choice of books is in the hands of each country. Franklin negotiates with the American holders of the copyrights and obtains rights at a very nominal fee, largely a concessionary rate by the American publisher. Franklin pays that fee itself; the fee is not paid by the people in the country. This is done to the extent that Franklin has the resources, and there's a very definite limitation to that. As a matter of fact, the demand for rights has been great enough that we may have to reconsider our practice of providing rights at no expense to the publisher in the country. Franklin then delivers a translated copy of the book to a commercial publisher in the country, who then publishes the book under his imprint under no formal competitive conditions. Franklin does not publish; it is not in competition with local publishers. It simply facilitates their ability to obtain on a competitive basis American books which are then translated into the local languages. Franklin does a variety of other things to assist publishers which I will mention later. The translation program alone has seen the production of close to 80 million books in various languages, such as Urdu, Bengali, Indonesian, Persian, a number in Spanish, Portuguese, etc.

Franklin has worked in the field of textbook production. For example, in Afghanistan, where all textbooks have initially been imported by that country and were extremely costly and in the judgment of that country were not very good. Franklin took over a very old printing plant owned by the Ministry of Education, trained the printers in it, and within a period of two years the government of Afghanistan now produces in that printing plant all of its own textbooks at a much cheaper price than the imported textbooks. This was facilitated by a loan from the Asia Society, which financed some of the capital equipment needed, not to make a modern printing plant but to make this a little more workable than it had been. Similarly, in Iran Franklin trained writers of textbooks—local writers, Iranian writers. All textbooks in Iran for the elementary and secondary schools are written by people trained by Franklin and paid by the local Franklin office there. In Egypt Franklin prepares a series of textbooks in Arabic for the universities, a program which still continues. A great deal of Franklin's work has been training, which has been done in the United States and in the countries themselves. I mentioned we have trained printers in Afghanistan, textbook writers in Iran, writers of children's books in Egypt, a whole variety, and in a number of countries in a whole variety of fields. One of Franklin's major achievements has been training people to produce children's magazines. In Iran Franklin prepared the ground work by training people and providing some initial funding for four magazines which are exclusively devoted to children's materials. These really consist of the following; one magazine for age group 6-9; another for age group 10-13; and two teacher's manuals. These magazines are used in the elementary schools for instructional purposes. I should say that these magazines originally had to be assisted by a subsidy but are now wholly self-sustaining. They have a total circulation of 500,000 copies paid by the students themselves and reach every village, every remote urban area, and rural area, throughout the entire country. And one indication of the interest in this is that Franklin has to employ two people to answer the 300 letters a day which come in from the school children in response to each issue of the magazine.

Similarly, Franklin has assisted in the development of technical standards, the improvement of technical standards, the printing and publishing in a number of countries. It is also engaged in a great number of special projects. And just to give you the range of these, I might mention a few. It prepared the ground work in Iran for a private printing plant. This is one time I wish Franklin had not been a non-profit organization and was able to partake of the profits because Franklin did a great deal of the feasibility work for the creation of new printing plants, urged the building of a plant, and the plant operates today with great success. I might say parenthetically that when that plant was organized ten years ago, a share of stock in it sold for $40. Had we been a profit organization we would have bought many shares to our great advantage today because 10 years later the value of those shares has gone from $40 to $1,250. And the plant has returned in the last five years dividends which are higher than 100 per cent of the original capital investment on an annual basis. And we regretfully remind ourselves of our non-profit status when we think of that.

Franklin, in a number of countries, operating through commercial publishers, has promoted school library projects, has provided books for village libraries and materials for teachers. It is also engaged in several countries, again operating through commercial publishers, in the preparation of encyclopedias; there are encyclopedias coming out in Bengali, in Urdu, in Persian, in Arabic, in Indonesian; dictionaries and in other reference works such as medical books. It also administers grant funds which have been made available by private foundations, revolving funds to finance to a small extent some of the local credit needs of private publishers for very specialized purposes. In Latin America there are several revolving funds which provide initial capital to a publisher to enable him to finance certain books which are not in the short run very good risks, but in the long run are good risks. The publisher returns the money loaned to him at no interest, and the money is again available as a circulating credit to the publisher. These funds, of course, depend upon receiving them from a private foundation or other institution which is interested in a specific purpose. We have done a great deal of exploratory work in one country, Iran, on marketing and distribution. And we believe that we are able to assist in the development of techniques which are useful in developing countries. The production of books in Iran may not seem to be very impressive. They are when one looks at their history. Today the average edition of any hard-cover book is 2,500 copies, but it is also published in a paperback and the sales of those are a minimum of 10,000 copies for all paperbacks in these series and go as high as 50,000 copies. For a country of Iran's size, this is rather significant and could not have been achieved without the creation of a distribution network which was stimulated and developed by Franklin, a network that reached, incidentally, all of the rural areas and does not depend for sales on the few major urban areas. It has developed special mechanisms for the distribution of books, including the use of governmental distribution facilities where post offices are not in existence in rural communities. It is engaging in a unique experiment now in which a commercial bank which has 400 outlets will be a distribution and collection point for a costly encyclopedia, with the bank guaranteeing payment of subscribers to the encyclopedia being paid in turn by a discount which the bank receives. This is a very interesting experiment to see because it means that a new distribution mechanism which is able to reach areas that traditionally could not be reached will be utilized for an extremely costly encyclopedia. We are confident that this will prove to be an important addition to the total distribution facilities in that country.

I said earlier that Franklin does not compete with private publishers. Franklin will probably go into private publishing itself in Iran. And it may do it in one or two other countries. The reason for it is very simply this: it has been the belief of the people of Franklin who operate in the various countries that the publishing industries in those countries could do better if they tried to operate on a much higher volume and lower individual unit profit, and that this in turn would have very good repercussions for the development of publishing in those countries. I should say parenthetically that these decisions are made by people in the country because Franklin policy up to this date has been that its offices in the countries in which it operates are manned exclusively by nationals of that country. Franklin does not send its own staff from New York on a residential basis to work in any of the countries in which it gives assistance. We will probably go into private publishing in one country for a very simple reason. In the history of this country, when Franklin started its operation, publishers produced about an average of 700-750 copies of each edition. As the results of some strenuous efforts, that went up to about 1,500; it doubled. Publishers were very happy, and they then relaxed and said we are now making more money, we have a better market than we had before, so we need do nothing more. Quite the reverse of what we had anticipated would occur because we anticipated that the publishers, having gotten a taste of a larger market, would then proceed on their own initiative to develop it the way it should be developed. But the contrary occurred. They were so overjoyed by this success that they established the 1,500 copies as a ceiling, not as a minimum. As a result of some more work, the average number of copies got up to 2,500. And the same thing occurred. We are convinced that the average number of copies in various editions can be quadrupled, and in our own experience can go up to as high as 50 or 75 thousand. Publishers are unwilling to take that risk, so we will be possible to create a much larger market than the publishers in that country had anticipated. Now in saying this I want to say that they in turn are products of their own environment, and their own environment is one which is satisfied with a very safe market carved out and divided among a group of publishers. And their environment is one which does not encourage readily the effort, the energy, the risk-taking that must go into a vigorous, expansionary effort to increase the market. And this is why that as they have increased production, each time they have been satisfied and why we believe at this point that to make the major breakthrough which we think is possible, we'll probably have to do it ourselves by going into direct publishing. I should say in this case that this is being done with the full consent of the government involved, although I'm not sure that all publishers are happy that we will be doing it.

In sum, Franklin as an institution which is concerned with all aspects of the publishing industry is concerned with translations, with the production of work in indigenous languages, with the stimulation and encouragement of original works in various countries, and we are thinking now about what we might do in order to provide some books in the social sciences which are much more nearly related to problems of developing countries than translations are. I mentioned that in my own personal judgment (this is not an official view of Franklin) many of the books available in certain of the social sciences—in economics, business administration, and some other fields—are books which are excellent but which are written essentially from the point of view of a developed country and are books which are not as keenly atuned to the problems of developing countries as they should be for use in universities. This is a severe problem. It's one we are very interested in; we don't know quite what can be done about it; we're devoting some study and attention to it because we think it's a vital need which we may assist.

Now finally Franklin is a small organization; it has very modest resources; it's dependent entirely on its ability to raise funds for operating purposes; and it's devoted to the concept of assisting the development of publishing in developing countries. In doing so, it comes not with a lot of money, but it comes with an expertness and the ability to call upon the good will and resources of the American publishing industry which has on all occasions responded to every request we have made to provide an enormous range of assistance from training to the provision of people who have competence in operational matters such as the operation of printing plants. We do not operate in all countries because we are too small an organization for that, but we do operate in a number of countries in Africa, in Asia, in Latin America, and hope that we will be able in the near future to expand our activities to answer requests which we have received from a number of other countries to operate within them.

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DEVELOPMENT OF PUBLISHING INDUSTRY AND INTERNATIONAL COOPERATION

by
Warren Sullivan
President
Barnes & Noble, Inc.

OBJECTIVES

I. To define and explain distribution, at least for the purpose of this seminar.

II. To review in some detail by analyzing the various segments of publishing the experiences and practices in the United States, and in other countries, too, to demonstrate what a variety of means exists for developing total distributional systems for a publishing industry.

III. To relate these current practices, and the future challenges, to book distribution of the countries participating in this seminar.

IV. To instigate a dialogue through a period of open discussion which will lead to practical suggestions for the improvement of distribution techniques on a country-by-country basis.

GENERAL STATEMENT

Every nation represented at this conference has a total publishing complex, that is: production facilities; publishers who create, organize, and prepare books for sale; and a book trade to help distribute to the customer.

Of these three elements, the printing trade is throughout the strongest and the most sophisticated; followed by publishing; and, well to the rear in most instances, the book trade, which is a part of the means of distribution—getting the finished products—books—to the marketplace. Yet oftentimes publishing has been an outgrowth of bookselling, which, in most countries, including the United States, commenced before formalized indigenous publishing. Many times the printers have commenced their own publishing. And occasionally all three elements are found under one roof.

Regardless of the variety of combination, all have one cardinal objective: how to achieve commercial distribution of each publication; how to reach the marketplace. I am here to explore with you the strengthening, and in many instances the creation, of the means of marketing.

There is, by the way, a vital other part to distribution; that is, order fulfillment. Every publisher, after his book has been delivered by the printer, must have established in his firm the organization to accept orders, to bill and ship them, and then to collect. This order cycle, which includes warehousing and shipping as well as order processing and invoicing, becomes increasingly important as one's list grows in number and in variety.

This, then, is physical distribution. Every publisher has these various functions under his own control or rents certain of the services. Until recently, their coordination into a cohesive whole has been largely neglected. This would require another study, which we will omit for the purpose of this seminar.

We turn our attention instead to the marketplace. Here is the source, not just of our sales but of our product as well; for, in publishing, our authors are found among our customers. Without authors there will be no books; and unless publishers are able to reach the market, there will be no publishing trade The existence of demand: a use-value relationship must be there or be fostered. For book publishing to exist, there must be literacy, there must be education. No book industry is able to thrive unless there is an educational system combined with a library system to provide the market and the means of distribution.

There must be a commitment to education. That is the starting point. Further, there must be the realization that books are indispensable tools, for a book is still the most convenient and economic means by which to store and to convey information in a permanent, easily accessible form.

Too often governments, administrations, and teachers either take the book for granted or give it short shrift. Yet it is the starting point of a literate society and serves every facet of that society as it develops. At times, as a means of overcoming the critical shortage of schoolbooks, there is a tendency to centralize the preparation and printing of such books under government control. We earnestly state that this is short-sighted; for the healthy competition of publishers vying to provide the best quality books for student use has been responsible for the availability of improved educational materials, and for the very existence of private publishing, which must have access to this schoolbook market as a foundation. This delicate balance between state help and domination has been achieved with respect to the nations represented at this conference. The governments will have to continue and undoubtedly increase financial support to schools and libraries. My own country in the last few years has provided more funds than ever before. Meanwhile, the private publishing sector must provide the required publications economically.

On the assumption that publishing industries are growing because these conditions have been met in every nation here represented, let us now turn to an analysis of the major categories of books.

Categories of Books

School — Elementary
College — High

Teacher College
Vocational
Adult Education

Remedial — Disadvantaged

Professional — Agricultural
— Science
— Engineering
— Social Sciences
— Business — Management

Reference — Encyclopedias, Dictionaries, Atlases

General Literature — Fiction
— Non-Fiction
— Religious
— Juvenile
— Quality Paperbacks
— Mass Market Paperbacks

METHODS OF MARKETING

Promotion, Advertising, and Merchandising

- Individual Mailing Pieces
- Combined Mailing Pieces
- Subject Catalogues
- Complete Catalogue
- Journal Ads and Reviews
- Magazine Ads and Reviews
- Radio and Television
- Recommendation by Authorities
- Bibliographies
- Source Listings
- Personal Appearances of Author
- Display Pieces
- Tie-in with Movies, etc.
- Cooperative Ads with Dealers

Sales

- Direct Mail
- Mail Order — Coupons
- Book Clubs
- Special Quantity Sales
- Exhibits at Meetings on Special Occasions
- Direct Home Sales
- Street Hawking
- Sales Staff (requirements vary by category and by mix of one's list)

Means of Delivery — Mail, Train, Truck, Bicycle, Air Rented services, or one's own

What this really means is a conscious pre-planning for each book or group of related books by which information about them is prepared and made available to every required channel. It should be accurate and lucid, and it should be consistent and persistent in its execution.

THE MIDDLE MEN–THE BOOK DEALERS

A major vehicle for display and sale of books. Unfortunately, in many countries this constitutes the weak link; yet in the long run, wholesalers and retailers are essential to publishing, and properly nurtured, they can and should be the vital link to the final purchaser, be it individual, or industrial or educational institution or library.

Many of the promotion, merchandising, and sales functions just delineated may be duplicated or undertaken initially by the retailer. And remember, bookstores comprise the only permanent public display of books.

Wholesalers—Jobbers

Supply books for resale to other outlets; or to institutional buyers. Reduce buyers' cost burdens.

Mail Order Specialists

Retail

Sell direct to customer.
General bookstores, exclusively or primarily; specialist stores; paperback; drug stores; department stores.

Remember, though, as the proprietary owner it is up to the publisher to be responsible for promotion to the customers to bring them into the bookstore; and the publisher must be prepared to undertake most of the work of store inventory. Then, too, the establishment by the publisher of consistent and fair discount policies, credit terms in dollars and time, and general servicing are paramount.

EXAMPLES BY COUNTRY

JAPAN

A complete wholesale-retail relationship. I believe too much reliance and power reside with the wholesalers. The retail trade, on the other hand, has developed to a fine art; competitive salesmanship; especially to industry.

INDIA

Again, the retailers have highly developed techniques for sales to all types of libraries. And I found excellent direct mail.

PHILIPPINES

Here the specialty has been the cultivation of educational sales by the stores to school and college libraries, administrations, and students.

AUSTRALIA

An excellent wholesale and retail operation. In my opinion the retailers dominate the publishers —an overbalance.

UNITED KINGDOM

A smooth relationship among all factors—publishers, wholesalers, and retailers. But I believe English publishers have or had become lazy or complacent in turning over to the book trade too much responsibility for sales.

SCANDINAVIA

The total publishing operation always appears to function with maximum efficiency and minimum fuss. Each segment has its responsibilities clearly defined, and performs them crisply and with profit.

UNITED STATES

Despite what one may read or hear about our hectic competitive system, in which every one more or less is or can be in every one else's business, it is working.

Using 1966 figures, one arrives at the following percentage distribution of books of all kinds:

39% of total sales were made through Dealers

39% " " " " " " Elementary and High Schools and Home Sales of Reference Books

8.5% " " " " " " Book Clubs

13.5% " " " " " by Publishers—Direct or as Special Sales

INTERNATIONAL TRADE

Although I have concentrated up to this point on national distribution as being most relevant to the purposes of this seminar, book publishing is very much an international business.

Export

Native language, except for special works of literature and the arts, is a minor consideration.

Translation of important books, particularly in literature, has a greater viability, but will not earn much income either for publisher or author.

Publication of reference works in the English language offers the best opportunity. Many Japanese and Indian authors are published locally and sold internationally.

The developing countries must build here slowly, commencing with quality journals; then monographs; then seeking distributive agreements within a geographic area, and expanding to the rest of the world through working agreements with U.S. and U.K. publishers.

Cooperation of publishers of one country is essential, and more easily accommodated in international trade.

Then combine efforts on a regional basis.

Essential for development of international trade for publishers of each country to become members of UCC or Berne. Acceptance worldwide. Attendance at international meetings.

Import

This aspect of trade in books in the Asian countries has been, ever since World War II, a growing and prosperous business, with emphasis upon U.S. textbooks and professional books.

The retailers have been greatly strengthened; some publishers have acted as representatives, and have also translated titles.

TRAINING FOR CAREERS

Training for all aspects of publishing, but particularly:

Distribution Marketing Promotion Sales

It is not feasible to expect any U.S. publishers' employees to spend six months or more in Korea or elsewhere.

On the other hand, it would be possible to send a picked delegate to the U.S. for intensive on-the-spot training.

Requisites:

a.) Serious; willingness to work as an employee.
b.) Fluent in English.
c.) Upon return, guarantees to conduct own seminars.

Would have to be in depth; specific working and learning experience.

U.S. publishers would not pay, but would absorb all training costs and expenses.

Financing: through Associations; and Government to Government.

Cost in New York City: $250 to $300 per month.

SUMMARY REMARKS

Plan your publishing programs. Investigate the market(s). Do not try to be all things to all audiences at once.

Here is a diagrammatic representation of a total market concept—marketing orientation:

Market Research	*Research and Development*	*Manufacturing*	*Distribution*
Identify the needs for new publications	Experiment and develop new publications for the needs		

Every one connected with a book or a series of books must play his part and be adequately rewarded as well: the author, the editor, the printer.

It is vital to keep working at measures to support and to encourage the flow of books from the publisher through distributors to the customer.

Pricing has a significant part to play. Attempt to establish the optimum price; i.e., the one which encourages the maximum elasticity in the market.

It is not what is received per book sale, but, rather, total receipts which count.

Composition of pricing: the elements, the number of choices; an inexact science.

Cooperation — Publishers Organization
Printers Organization
Booksellers Organization

Encourage commitment to education of each government; and the maintaining of a private publishing industry.

As publishers—responsibility to provide quality books at reasonable prices.

Campaign continuously among the teaching profession to enhance the use of the book as a teaching tool, and for pleasure, too, in reading. Value to the teacher as well as to the student.

Establish, at least at the college level, rental libraries for students.

Encourage book exhibits at schools and colleges; at libraries; at teachers' meetings.

Build joint mailing lists of the teaching professions, libraries, and distributors.

Establish, or cooperate in the establishment of, journals for the professions concentrating on education. Journals train future authors; review new publications; and pinpoint the market for advertising.

Work for favorable book post rates—nationally and regionally.

Work for, and in fact if need be, provide national bibliographic materials. These are essential for a coherent business.

Publishers have always been noted for independent spirit. The areas just mentioned speak out for mutual endeavor. In the long run, this cooperation will help to guarantee a growing market for books and assure a burgeoning and profitable private publishing industry.

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Annex 1

PROGRAM

Seminar on Books and National Development

Executive Committee

Chairman: Man-Nyun Han (Vice-President, KPA)

Vice-Chairman: Chong-Nak Cho (Chief, Publications Ministry of Education)

Member: Yung-Bin Min (Executive Director, KPA)
Ick-Hyung Liu (Director, KPA)
Kyong-Hoon Lee (Executive Secretary, KPA)

Secretary: Jae-Shik Min

1. **Purpose:** To discuss the importance and the role of books as a tool of national development and seek measures conducive to drafting national policies as well as promoting international cooperation in book publishing.
2. **Period:** April 27 - April 29, 1968 (3 days)
3. **Place:** Academy House, Seoul, Korea
4. **Subject:**
   1) Papers presented
      a. Role of books in Developing Korea (Mun-Hwan Choi, President, Seoul National University)
      b. Role of books as a tool of national development (Stanley A. Barnett, Director, International Operations, Wolf Management Services)
      c. Publishing in Korea—A historical survey (Man-Nyun Han, President, Ilchogak Publishing Co.)
      d. Problems of Korea's publishing industry as seen through market survey (Yun-Hyun Chin, Professor of Marketing, Kukmin College, Seoul)
      e. Textbooks in national educational development (Stanton Whitney, Vice President, D. Van Nostrand Co.)
      f. Development of publishing industry and international cooperation (Yung-Bin Min, President, Current English Co.; Michael Harris, President, Franklin Book Institute, and Warren Sullivan, President, Barnes and Noble.)
   2) Discussions
   3) Adoption of resolutions
5. **Language:** Korean and English
6. **Program:**

Saturday, April 27

13:30	Assemble in front of New Korea Hotel to depart for Academy House
14:00 – 15:30	Registration
15:30 – 16:00	Opening Ceremony
16:00 – 16:30	"Role of books in developing Korea" by Mun-Hwan Choi
16:30 – 17:30	Discussions Moderators: Jong-Soo Hwang, So-Jin Kwak
18:00 – 19:00	Reception (Host: President, Korean Publishers Association)
19:00 – 20:00	Dinner (informal).
20:30 – 22:00	Film Showing at Seminar Room (Optional)

Sunday, April 28

7:00 – 9:00	Breakfast (informal)
9:00 – 9:30	"Role of books as a tool of national development" by Stanley A. Barnett
9:30 – 11:00	Discussions Moderators: Ick-Hyung Liu, Kuk-Pum Shin
11:00 – 11:20	Coffee Break
11:20 – 12:00	"Publishing in Korea—A historical survey" by Man-Nyun Han
12:00 – 14:00	Lunch (informal)
14:00 – 14:30	"Problems of Korea's publishing industry as seen through market survey" by Yun-Hyun Chin
14:30 – 16:00	Discussions Moderators: Yung-Bin Min, Ick-Hyung Liu
16:00 – 17:00	Informal Hour (coffee served)
18:00 – 20:00	Dinner (informal)
20:00 – 20:30	"Textbooks in National Educational Development" by Stanton Whitney
20:30 – 21:30	Discussions Moderators: Man-Nyun Han, Yung-Bin Min
21:30 – 22:30	Panel Discussion Moderators: So-Jin Kwak, Ick-Hyung Liu

Monday, April 29

7:00 – 9:00	Breakfast (informal)
9:30 – 10:30	"Development of publishing industry and international cooperation" by Yung-Bin Min, Michael Harris and Warren Sullivan.
10:30 – 12:00	Discussions Moderators: Man-Nyun Han, Ick-Hyung Liu
12:00 – 14:00	Lunch (informal)
14:00 – 14:30	Adoption of Resolutions Moderators: Yung-Bin Min, Ick-Hyung Liu Closing Ceremony
15:30	Departure from Academy House
18:30	Assemble in front of New Korea Hotel for reception
19:00 – 20:00	Reception at Youngbin-Kwan (State Guest House) (Host: Minister of Education)

Annex 2

LIST OF PARTICIPANTS

(1) Foreigns

Name	*Nationality*	*Title*
Mr. Lee Nai Yang	Republic of China	Manager (Branch in Tokyo) Chen Chung Book Co., Ltd.
Mr. Hassan Shadily	Indonesia	Director Franklin Book Institute
Mr. Shoichi Noma	Japan	President Japan Book Publishers Assn.
Mr. Kunihiko Shimonaka	"	Vice-President Japan Book Publishers Assn.
Mr. Robert Jacobs	U.S.A.	Consultant to SEAMES Bangkok
Mr. Vira T. Suwan	Thailand	Thai Watana Printing Press
Mr. Anuj Apapirom	"	"
Mr. Stanley A. Barnett	U.S.A.	Director International Operations Wolf Management Services
Mr. Curtis G. Benjamin	"	Chairman Management Board McGraw-Hill Book Co.
Mr. Michael Harris	"	President Franklin Book Institute
Mr. Warren Sullivan	"	President Barnes and Noble Co.
Mr. Stanton Whitney	"	Vice-President D. Van Nostrand Co.

(2) Koreans

Name	*Title*
Hong-Joo Moon	Minister of Education
Kyu-Nam Choi	Member Republic of Korea Economic and Scientific Council
Mun-Hwan Choi	President Seoul National University
Chung-Han Kim	Vice-Minister of Education
Jae-Chul Lee	Vice-Minister of Science and Technology
Lak-Koo Choi	Director, Textbook Bureau, Ministry of Education
Dong-Rak Choi	President, Korea Scientific and Technological Information Center
Choo-Jin Kang	Director National Assembly Library
Soon-Kap Shin	Director Central National Library
No-Tae Park	Secretary General, Korean Committee for UNESCO
Dr. Tae-Lim Yoon	President, Sook Myung Women's University
Prof. Chong-Hwan Lee	President Kook Min College
Prof. Sung-Jong Hyun	Dean, General Education Korea University
Prof. Jin-Man Kim	Prof. of English Korea University
Prof. Byung-Ki Min	Prof. of Political Science, Korea University
Prof. Suk-Hong Min	Dean, General Education, Seoul National University
Prof. Man-Kap Lee	Prof. of Sociology, Seoul National University
Prof. Byung-Hun Oh	Dean. General Education, Sung-Kyun-Kwan University
Prof. Bong-Mo Lee	Dean, General Education Han Yang University
Prof. Suk-Soon Chu	Dean, General Education Chung Ang University
Prof. Chung-Shik Hong	Dean, General Education Tong Kook University
Prof. Suk-Ha Kim	Dean, General Education Tan Kook College
Mr. Il-Se Chang	Prof. of Library Science, Ewha Women's University
Prof. Sung-Ui Lim	Prof. of Economics, Kook Min College
Mr. Yong-Koo Kim	Editorial Writer, Han-Kook Ilbo (daily newspaper)
Mr. Sah-Jung Hong	Editorial Writer, Chung-Ang Ilbo (daily newspaper)
Mr. Chull-Whi Lee	Director, Audio-Visual Education Institute, Ministry of Education
Mr. Sung-Ok Cho	Director, Bureau of Culture and Athletics
Mr. Jong-Nak Cho	Chief, Publications Section, Textbook Bureau
Mr. Young-Bok Choi	Chief, Textbook Compiler, Textbook Bureau
Mr. Chong-Bin Kim	Textbook Compiler, Textbook Bureau
Mr. Nyun-Kyo Chung	Chief, Cultural Section, Seoul Educational Commission

Mr. Won-Jik Lee	Official, Publications Section, Textbook Bureau
Mr. Kuk-Bum Shin	USOM-Korea
Mr. Chun-Ki Kim	Chairman, Korean Printers Association
Mr. Min-Un Yoon	Executive Secretary, Korean Magazine Publishers Association

PUBLISHERS

Chin-Sook Chung	Euiyoo Publishing Co.
Chong-Soo Hwang	Kaemyong Publishing Co.
Man-Nyun Han	Ilcho-gak
Kwang-Soo Kim	Uhmoon-gak
Joon-Sung Hwang	Shintaeyang Publishing Co.
Yung-Bin Min	Current English Co.
Sang-Won Cho	Hyunam-sa
Chul-Woo Yang	Kyohak-sa
Dae-Eui Lee	Jangwang-sa
Ho-Sung Byun	Yangmoon-sa
Man-Doo Baik	Yungji Publishing Co.
Yang-Hwan Ro	Samjoong-dang
Ky-Jung Yoo	Samhwa Publishing Co.
Suk-Woo Hong	Tamgoo-dang
Won-Ok Ahn	Bakyung-sa
Ji-Yong Kwon	Jilim Publishing Co.
Ick-Hyung Liu	Panmun Book Co., Ltd.
Jong-Tae Lee	Moonho-sa
Soon-Jun Hong	Moonchun-sa
Bong-Jin Hong	Ilsim-sa
Yong-Shik Shin	Kyoyook Chulpan-sa
Woo-Kyung Byun	Soodo Publishing Co.
Hong-Myung Son	Moonli-sa
Ki-ok Lee	Hongin Publishing Co.
Byung-Moo Lee	Kangho Publishing Co.
Chung-Chun Kil	Yajung Publishing Co.
Bong-Kyu Kim	Samsung Chulpan-sa
Hi-Joon Choi	Chimlyehoe Chulpan-sa
Tae-Sun Kim	Deadong Publishing Co.
In-Soo Lim	Hanlim Chulpan-sa
Joon-Suk Kim	Joongang Chulpan-sa
Ik-Dal Kim	Hakwon-sa
Mal-Sun Ra	Hyangmoon-sa
In-Yong Joo	Sajo-sa
Sung-Soo Kim	Bupmoon-sa
Myung-Hui Lee	Huimoon Chulpan-sa
Sun-Chool Cho	Kidokkyosu-Hoe
Nam-Hong Baik	Baikyung-sa
Sung-Tae Shim	Hyundae Akbo-sa
Pyung-Sup Lee	Segae Publishing Co.
Byung-Joon Lee	Minjoong-sukwan
Sang-Moon Kim	Dong-a Chulpan-sa
Won-Sang Lim	Dongwon-sa

OBSERVERS

Mr. Skillingstad	Acting Dean, Sogang College
Mr. John A. Bannigan	Representative, Asia Foundation
Dr. Clifford S. Little	USOM-Korea
Mr. Bert S. Miripolsky	”
Dr. Bascom H. Story	”
Mr. Mule M. Warner	”
Dr. Carl F. Bartz	USIS-American Embassy
Mr. Allan B. Croghan	”
Mr. Edward Wright	U.S. Educational Mission in Korea

Annex 3

SPEECHES & MESSAGES

Opening Address

Distinguished guests, dear colleagues...

A Korean proverb says "Well begun is half done." Here we are gathered to begin an international meeting to discuss problems related to "Books and National Development." Books have been a tool of national development throughout human history. This is a truth proven by history. This truth still prevails in the modern society of our era.

However, we must recognize the danger that the importance of books as a tool of national development is too often undervalued.

We have assembled here to exchange forthrightly our views on how to attain book development. It is my firm belief that our discussions of this three-day meeting will greatly contribute to the development of book industries of those countries you are representing and to the enhancement of international cooperation among our countries.

Remembering that beginning means half done, let us firmly resolve to tread on our march toward our common goal of contributing to national development through books. We have made a good start, therefore, the goal, I am convinced, is within our reach.

I sincerely hope that each of you will find the discussions fruitful and worthwhile, and enjoy your stay here in Korea. Thank you.

April 27, 1968

CHIN-SOOK CHUNG
Chairman

Congratulatory Address

Mr. Chairman, and honored delegates!

It is my pleasure to pay my warm regards to this illustrious international assembly convoked to debate the theme: "Books and National Development." I pay my respect particularly to sponsors of this meeting who have provided this opportunity for the delegates from various countries, including the U.S., to exchange their frank opinions for development of countries through book publication.

Korea has a long history of cultural achievements, such as the large-scale publication of wood-block printed books, development of advanced paper-making techniques, and the invention of metal print types unprecedented by any other country as well as the adoption of the nation's unique letters.

Such achievements gave a great impetus to Korea's neighboring countries and also contributed to their national development through books. We are well aware of the fact that the cultural exchange through the circulation of books plays an important role of enhancing man's culture, happiness, and world peace.

There is a common saying that "books will hold sway over the world." Today, the efforts everywhere are concentrated more on economic competition under the principle of world peace than on war or arms race. In particular, we now live in an era where the strength of each nation is judged by the extent of its scientific and technical development.

Following the end of World War II, it became the common task of the world to eliminate the gap between the advanced countries and the retarded ones, and achieve "universal freedom and prosperity" to eliminate war, destruction, unrest and poverty on the earth permanently.

Developing countries have now entered the stage of modernizing themselves by sloughing away poverty and unrest. Their national efforts are now devoted to economic development as well as scientific and technological promotion.

It goes without saying that books play an important role as a media for dissemination of scientific and technical knowledge, particularly among those developing countries.

In national development today, industrial potential serves as a chief index for economic growth. It is evident, however, that intellectual productivity is the potential for high degree of growth.

The amount of book circulation and the volume of readership are no less important as a barometer than GNP and per capita national income. Books, therefore, are undoubtedly one of the important factors expediting national development and modernization.

Moreover, it will be no exaggeration to say that books are a media for cultural exchange among different countries and the driving force to exchange and enhance mutual learning and understanding.

I expect that this international meeting will pave the way toward cultural exchange through books and contribute to the unity among free nations. Books also play the role of protecting freedom and democracy, as arms against those disturbing world peace.

Lastly, I hope that this meeting will become a "new frontier for books for freedom" to disseminate our beliefs of a free society and build up a spiritual stronghold for the collective security of the free world.

I sincerely hope that this meeting will bear fruitful results and facilitate the development of book publication of free nations.

April 27, 1968

Hong-Joo Moon
Minister of Education

Cables

YOUR SEMINAR DEALS WITH SUBJECT OF MAJOR INTEREST TO UNESCO STOP SINCE BOOKS VITAL TO NATIONAL DEVELOPMENT SEMINAR CAN POINT WAY TO ASSISTANCE FOR NATIONAL PUBLISHING INDUSTRIES STOP EXTEND BEST WISHES SUCCESS BEHRSTOCK

THE INTERNATIONAL PUBLISHERS ASSOCIATION SEND ITS WARMEST GREETINGS AND BEST WISHES FOR A SUCCESSFUL SEMINAR EMPHASIZING DECISIVE ROLE OF BOOKS IN NATIONAL DEVELOPMENT AND INTERNATIONAL COOPERATION STORER LUNT PRESIDENT

Closing Address

Ladies and gentlemen!

I am pleased to say that we have tried to find out several solutions to our common problems through a frank exchange of views, sharing room and board together for the past three days.

It is a matter of common sense that books serve to further national development and play a fundamental role in expediting internal exchange of culture. We have to renew our realization again. This is one of those problems confronting the publishing business in Korea today.

Today, such problems confronting publication business in Korea can be analyzed from various angles. They can be roughly classified into internal and external problems.

Internal problems are how to establish a proper posture of publishers towards publishing, promote commercialization and make their management rational, train technical experts, and maintain order in marketing. External problems are how to promote a popular reading habit in daily life and urge the government to establish an appropriate policy for development of our publishing industry.

Accordingly, it is difficult to expect that these problems can be completely solved merely by a partial and temporizing solution. In the first place, the foregoing internal and external conditions must be improved equally at least. What we want now is the government's fresh understanding of publishing and establishment of an appropriate policy.

This is so because in developing countries, the publishing industry can begin to grow, without exception, only with a positive external help extended by the state, rather than internal perfection.

As for the effect of publishing on the state, Mr. Barnett pointed out the following, in his statement on the "Role of Books as a Tool for National Development." He emphasized the need to utilize books, saying that "industrialized economic functions would be paralyzed and national development interrupted where there is no adequate and extensive utilization of books."

Prior to this, President Mun-Hwan Choi of Seoul National University won our attention, saying to the effect that in a country with low educational standards, it is difficult to expect national development or reconstruction.

When viewed from this angle, publishing companies themselves producing books, which make it possible to provide education for training human resources—basic elements for national development—may well be called good colleges of the society. Each publishing company is not a mere college for students only, but a social college to educate the society as a whole.

Publishers themselves should be awakened, and the state, particularly policymakers, are urged to realize this. I believe that by doing so, we can discover an important role played by this seminar in which you have consistently remained to exchange opinions sincerely.

In addition to these facts, I was also personally impressed by Dr. Kyu-Nam Choi, member of the Economic and Scientific Council, and you who all made fresh suggestions on the importance of publication contributing to national development.

In opening this seminar, I introduced to you a Korean common saying, i.e., "Well begun is half done."

We have discussed a wide range of problems which are important. We could also acquire various new knowledge at the seminar. Still, I think that our discussions were not sufficient altogether. Instructive and new suggestions made here must be translated into practice immediately.

As a sponsor of this seminar, I feel myself to be blamed for the schedule that had to be formulated so tightly. I regret this particularly for the participants who came from far away countries.

Now, I shall declare before you that we have crossed over the half line toward our goal, with this closing ceremony. Let us continue to quicken our pace toward that goal, and we shall see each other again.

I pray for your good journey back home. Thank you.

April 29, 1968

CHIN-SOOK CHUNG
Chairman

Annex 4

MASS MEDIA COVERAGE ON THE SEMINAR

The 3-day seminar on Books and National Development received noteworthy coverage by Korean mass media. The leading daily newspapers in Seoul reported the seminar nearly 40 times over the period from February 21 through May 12.

The coverage included advance announcements of the seminar, news of the actual meetings; editorials, and excerpts from papers presented at the seminar.

Three editorials during the seminar and three additional editorials after the seminar were published in five newspapers: *The Korea Herald* (Apr. 27), *The Joongang Ilbo* (Apr. 27), *The Hankuk Ilbo* (Apr. 28), *The Chosun Ilbo* (May 4 and 11) and the *Dong-A Ilbo* (May 8).

All editorials stressed the importance of books as vital tools for the national development, observed the deteriorating trends of the book publishing industry, and urged more positive government policies to assist the book industry. *The Korea Herald* advocated "equal and strict enforcement of international copyrights," but also pointed out that the existing conventions should be adjusted to suit the realities of nations where publishing is still undergoing "growing pains."

In adidtion to wide newspaper coverage, a thirty-minute TV program was broadcast on the eve of the seminar over the TBC-TV network in which foreign delegates were interviewed. On April 27, the first day of the seminar, the four major radio stations—DBC, MBC, TBC and KBS—kept broadcasting news about the seminar all day long.

On May 11, *The Kyonghyang Shinmun* reported that a plan to assist the book publishing industry had been adopted at the meeting of policymakers from the Administration and the ruling Democratic Republican Party, held at the Park Chung Hee Guest House in the morning of the same day.

The plan includes the establishment of a book council and a book bank with the capital of 300 million *won* from the national budget, special rates for postages and railway freights for books and special prices for book paper, all of which had originally been proposed in the resolution adopted at the closing of the seminar.

The editorial from the *Korea Herald* is reproduced below:

Books in Nation-Building

Contrary to the long-standing tradition which held books and literati in high esteem, reading no longer seems to occupy a high place in the mind and life of the Korean. Voluntary abandonment of reading habits as part of today's popular culture syndrome is one cause; at the same time, various disincentives, political and economic, may be another reason. And the depressed publishing industry is at once the major cause and the effect of the decline in general reading habits.

The whole situation stands in acute need of a shot in the arm. At the root of all, there must be a strong awareness of the vital role of books in national development. Such an awareness permeating the entire rank and file of the public, the policy makers and the leaders will prove to be a powerful catalyst for reviving the art of reading and the trade of book making. Since Korea is in the midst of rapid economic growth and industrialization, it is very important that this rather amorphous and essentially futuristic area of books be emphasized and developed now. Otherwise, our development endeavors are bound to suffer setbacks in many ways.

The current international seminar on books and national development being held in Seoul under the auspices of the Korean Publishers Association carries great significance; its theme is especially relevant to many nations in the Pacific area, including Korea. The publishing industry in this country is faced with difficulties and challenges, but it also has abundant opportunities and bright prospects in view of the sufficient base of literacy, the relatively higher level of education, and the old cultural tradition which reveres books and reading.

However, economic and technical problems continue to handicap Korea's fledgling publishing industry. Printing facilities are rated up to the par. Yet printing paper and ink are in short supply and of coarse quality; printing techniques, as well as investment and managerial skills, are inadequate. These factors prevent overseas export of printed products. The weakest point in our publishing business is to be found in the disorganized distribution system. On these wide range of problems, meaningful dialogues among all seminar participants are expected to lead to closer and mutually productive cooperation.

The seminar also provides an opportune occasion to review the once proposed Stockholm protocol for developing countries in connection with a revision of the Berne copyright convention.

Equal and strict enforcement of international copyrights is desirable as a matter of principle. However, some established practices and situations, whether good or bad, necessitate streamlining and readjustment of existing conventions to suit the realities, both the predicaments and the viability, of many nations whose publishing is still undergoing serious growing pains.

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